

NEWS: EUROPE

Washington attacks the two-stage approach by Brussels

US-EU aviation talks setback

By Michael Skapinker, Aerospace Correspondent

Plan by Mr Neil Kinnoch, the EU transport commissioner, to negotiate with Washington on aviation rights suffered a setback yesterday when the US said such talks were unlikely to achieve results.

Mr Charles Hunnicutt, US assistant secretary for aviation, said in a speech in Prague that the EU's decision to pursue a two-stage approach to negotiations meant little progress could be made in concluding a lib-

eralised aviation agreement between Washington and Brussels.

Mr Kinnoch won a mandate from member states in June to begin aviation talks with the US. The UK was the only dissenting voice, saying air rights should continue to be negotiated on a bilateral basis.

The EU said it would first negotiate with the US on "soft rights", such as state aids, code-sharing - under which airlines sell seats on each other's flights - and computer reservation systems.

If progress was achieved, the EU would ask member states for a further mandate to negotiate on issues such as traffic rights, or the destinations to which airlines are permitted to fly. The adoption of the two-stage approach was seen as necessary to persuade dissenters such as France and Portugal to support EU-wide negotiations with the US.

However, Mr Hunnicutt said: "We are sceptical that those discussions can yield concrete results." He said Washington was only interested in concluding an "open skies" accord with the EU. We cannot make real progress with the EU, or any other multi-national organisation, unless it is authorised to negotiate all of those elements that create open market environments."

"While we are willing to share ideas of methods for implementing provisions of an agreed market-oriented aviation relationship, we must be able to negotiate all these elements at the same time - not in dribs and drabs, not in stages, because all the elements of open skies are inter-related."

He said US officials would meet their EU counterparts later this month. But he added: "Unless the Commission can now come with a clear mandate to negotiate the full range of factors that go into true open skies, we expect that this meeting will primarily involve a listening session on our part."

He said the US would instead continue to reach bilateral open skies agreements with European governments. The US has so far concluded 12 European agreements, nine of them with EU member states.



Neil Kinnoch: US says talks with him at present unlikely to achieve results

European 'judicial area' sought

By Frances Williams
In Geneva

Seven of Europe's most prominent anti-corruption judges yesterday appealed for creation of a "European judicial area" that would let prosecutors and investigating magistrates freely share information across borders.

In their "Geneva appeal" the judges say European politicians, many themselves caught up in the web of organised crime and corruption, have shown themselves incapable of dealing with a problem threatening democracy and the rule of law.

"The harmful effects of organised crime do not stop at national borders," Mr Bernard Bertossa, Geneva's public prosecutor, said yesterday. "There needs to be free circulation of investigation information, not just of criminals and capital."

The Geneva appeal calls for all judicial border restrictions to be scrapped, so that requests for help in investigations are not held up by red tape, government intervention or lengthy appeals in the courts.

Mr Gherardo Colombo, Milan's deputy prosecutor, who worked alongside Mr Antonio di Pietro on Italy's "clean hands" corruption investigation, said yesterday that, of the half a million requests for information issued in that inquiry, only a third had received any response.

In some instances it had taken more than four years to find out the answers to simple questions such as the name on a bank account or whether funds had been transferred to an account.

The judges also want a new European convention that would oblige signatories to lift banking secrecy when another country asks for judicial assistance, allow direct contact between judges, provide for the immediate transmission of information and make tax fraud a crime in countries such as Switzerland where it currently is not.

The appeal further urges governments to agree to penalise their nationals who are guilty of trying to corrupt foreign officials, a cause already being pushed by the US which is the only country to have such a law.

The seven judges, from Switzerland, Italy, Belgium, France and Spain, launched their appeal to coincide with the publication of a book to which they have contributed by Mr Denis Robert, a former journalist on the French newspaper *Liberation*.

La Justice ou le Chaos, by Denis Robert (Editions Stock, Paris) FF7.35

Polish government reshuffle may slow pace of sell-offs

By Christopher Bobinski
in Warsaw

The pace of privatisation in Poland could slow down as a result of the government's restructuring of economic ministries and a cabinet reshuffle which came into effect yesterday.

The reshuffle leaves Mr Grzegorz Kolodko, finance minister, in overall charge of the economy but puts responsibility for the sale of state sector companies into the hands of the sceptical junior coalition partner.

The reorganisation, designed to make the administration more responsive to the needs of an increasingly privatised economy, puts Mr Miroslaw Pietrewicz of the peasants party (PSL) in

charge of the new state treasury which is to oversee state-owned companies and handle privatisation. This was part of a political compromise required to ensure survival of the socialist-led coalition government until general elections next year.

Until now the sale of state assets has been run by the privatisation ministry, which disappears. Mr Wieslaw Kaczmarek, who has headed the ministry for the past three years, was criticised by the PSL for his zeal over privatisation while Mr Pietrewicz, who headed the now-defunct central planning office, has never shown enthusiasm for privatisation.

Last night, however, Mr Kaczmarek reluctantly reluctantly agreed to stay on and

serve as deputy minister. The reforms create a new ministry which subsumes the former trade and industry and foreign trade ministry functions. This new ministry remains in the hands of the main coalition party, the Democratic Left Alliance (SLD), which also gets the powerful joint ministry of public administration and the interior.

The reshuffle leaves Mr Grzegorz Kolodko, deputy premier responsible for the economy and the finance minister, in place. His ministry retains responsibility for disposals of state-owned banks. The government is to press ahead with the sale of a 65 per cent stake in the Warsaw-based Powszechny

Bank Kredytowy (PKB) early next year, while the Bank Handlowy and the Bank Zachodni in Wroclaw will be sold in 1997.

Mr Kaczmarek celebrated his last day in office on Monday by flurries of privatisation approvals. They include the sale of the Tydzia brewery to a joint venture led by South African Breweries and sale of the Pawag railway engine works in Wroclaw to Adtranz, a German subsidiary of ABB, the Swiss-Swedish power plant and engineering producer. Other last-minute disposals included the sale of Refa, an electrical equipment producer, to GEC Alsthom, and an ailing tobacco company in Lodz to a group of local investors.

Germany ends role in French missile

By Michael Lindemann
in Bonn and
David Suchan in Paris

Germany has withdrawn from a project with French companies to develop a new missile, partly because the British government rejected a German missile earlier this summer in favour of an Anglo-French competitor being built by British Aerospace and Matra.

However, German executives sought to play down suggestions that Germany had been annoyed by the British decision to prefer the Storm Shadow missile over the German KEPD 350. They said instead that Daimler-Benz Aerospace (Dasa) had decided a few weeks ago to withdraw from the Apache missile programme, being run jointly with Matra and Aérospatiale, because Germany's strategic requirements had changed and because the Apache technology was outdated.

The Apache technology dates from the 80s while our missile is very much based on 90s technology," said a defence industry executive. Germany now needed a missile to hit smaller objects such as bunkers rather than airfields which the Apache had originally been designed to knock out.

Matra, prime contractor for the "runway-busting" version of its Apache missile, minimised the impact of Germany's pull-out from the missile programme which it said was developed and funded by France alone. The French company said the only contract that Dasa had with Matra for this version of the Apache was to adapt it for German Tornados and that whether or not it was fitted to the German aircraft was entirely up to Bonn.

Matra, which is part of the Lagardère group, stressed the German decision would not affect either the Storm Shadow programme or a similar cruise missile developed for the French air force. Lagardère, whose share price fell briefly on news of the German decision, hinted that the leaking of Bonn's move might have been designed to destabilise it during its contest with Alcatel of France to buy Thomson, the state-owned French electronics group.

Germany regards co-operation with France on defence projects a matter of high political priority, making the Apache withdrawal unusual. However, executives said that other projects would not be jeopardised by the Apache decision.

Germany will now spend about DM300m (\$197m) - the sum earmarked for Apache development - on the KEPD 350 instead. Talks are under way with other countries, including Sweden, which has been working with the Germans on the KEPD 350.

EUROPEAN NEWS DIGEST

French textile aid questioned

French government aid to its hard-pressed textile industries is to be scrutinised afresh by the European Commission because of concern that the assistance is distorting competition. Brussels fears that the use of FF12bn (\$400m) of aid to reduce employers' social security charges for lower-paid workers in the textile, clothing and shoe industries, in return for a commitment to maintain existing jobs and employ more young people, could affect competitors in neighbouring countries.

German textile producers have called on the Commission to veto the plan, arguing that it could drive small German producers out of business.

According to the Commission the French government has stuck to its original plan for the aid, which was to create jobs and assist the young unemployed. It would be accompanied by a reduction in working hours and the promotion of part-time working.

Brussels insists much of the aid to the sectors is being used to pay overtime to employees working longer hours as a result of changes to working practices, agreed by unions. The French authorities argue the payments have had little impact on competition. Emma Tucker, Brussels

Simitis pledge to Cyprus

Mr Costas Simitis, the Greek prime minister, promised yesterday to help the Cypriot government "restore its territorial integrity" by peaceful means after watching a military parade at which a dozen T-80 Russian tanks, newly delivered to the island, were on prominent display.

"Defending Cyprus is like defending Greece," said Mr Simitis, who also stressed that the problem of the divided island should be resolved through diplomatic efforts.

Insisting that close defence co-operation between Athens and Nicosia was consistent with efforts to pursue a settlement, he said peace talks would not be productive if one side was stronger than the other.

The parade, marking the 36th anniversary of Cyprus's independence from Britain, also included French AMX-30 B2 tanks, sophisticated anti-aircraft batteries, field guns and Milan rockets. Andreas Hadjipapas, Nicosia

AP, Paris

Cardinal Daly steps down

Cardinal Cahal Daly, spiritual head of Ireland's 4m Roman Catholics, stepped down as Primate of All Ireland and Archbishop of Armagh yesterday, his 78th birthday.

A philosopher by training, Cardinal Daly has steered the church through a turbulent period in Northern Ireland's history and a series of sexual scandals which tarnished its reputation in the Irish Republic. He is also well known for his forthright condemnation of Irish Republican Army violence.

Previously the bishop of Down and Connor for eight years, he had effectively been spiritual head of Belfast's Catholics. He was in the frontline of Northern Ireland's political and sectarian conflict. He will be succeeded by Bishop Sean Brady, who has been assisting him since his appointment as coadjutor (archbishop-in-waiting) in December 1994.

Reuter, Dublin

France puts brake on TGV

France is to scale back a timetable for developing its TGV high-speed train network over the next two decades because of financial constraints, Mrs Anne-Marie Idrac, transport minister, said yesterday. Outlining plans for the next 20-25 years, she said original proposals had been drawn up against budget estimates which were not "realistic".

She said development would concentrate on so-called pendular train technology, in which high-speed trains can operate on existing train lines. AFP, Paris

Military doubt on reform

French military chiefs have told the government that the wholesale overhaul of the country's armed forces now under way would seriously restrict their capacity for long-range action until the year 2000, according to Le Monde newspaper.

The pivotal point of the military reforms is to end conscription, which has existed for more than 200 years, and to create all-professional forces. Mr Chirac pushed through his modernisation plan precisely to increase the military's capacity for long-term actions overseas. The defence ministry was not immediate available for comment.

Reuter, Paris

Amnesty castigates Turkey

Amnesty International yesterday launched a worldwide campaign to highlight what it describes as a "steady erosion of human rights in Turkey" in the 1990s.

Its secretary general Pierre Sane told a news conference that, in the name of national security, Turkish authorities had attempted to excuse, ignore or cover up torture, political murders and extrajudicial execution by the country's security forces.

"While the Turkish government has talked publicly of progress on human rights, the situation has in fact gone from bad to worse," Amnesty claims in a report released yesterday. It also criticises abuses by the Kurdistan Workers Party which has been waging a separatist struggle in south-east Turkey for 12 years.

Amnesty said freedom of expression was increasingly threatened in Turkey. Journalists faced "a real risk of disappearing, being shot dead or beaten to death for their professional activities". Kelly Couturier, Ankara

ECONOMIC WATCH

German industrial output up

German industrial output expanded further in August, continuing a recovery that began in March, the economics ministry reported yesterday. Provisional figures suggested that Germany has overcome the prolonged growth pause that started in the middle of last year. Overall industrial output rose a seasonally adjusted 0.8 per cent in August from July and was up 0.7 per cent from a year earlier. In the west there was a 5.1 per cent rise on the month, but a 1.4 per cent fall year-on-year.

The economics ministry revised the figure for July month-on-month industrial output to an increase of 1.1 per cent, from the earlier figure of 0.2 per cent. The July year-on-year figure was revised to an increase of 1.1, from 0.5. In August, pan-German manufacturing industry output rose 1.7 per cent from July and 2.4 per cent from a year earlier.

■ The Belgian-Luxembourg economic union's trade surplus fell in June to a provisional BFr22.9bn (\$761m) from BFr45.8bn a year earlier.

■ Swiss consumer prices rose 0.1 per cent in September and were up 0.6 per cent year-on-year.

■ Spanish producer prices fell 0.2 per cent in July from June and were up 0.9 per cent year-on-year.



British stockman with his herd. There were too few people to monitor BSE in the past, says a Brussels official

Senior Brussels official complains of inspection staff shortages

BSE 'badly monitored' by EU

By Caroline Southey
in Brussels

The European Union's top civil servant responsible for farm policy yesterday admitted mad cow disease was badly monitored in the UK during four crucial years because of staff shortages in Brussels.

The evidence was given to the European parliament inquiry into allegations that the European Commission was negligent in managing the threat of BSE, bovine spongiform encephalopathy, and that senior civil servants sought to cover up the disease. The allegations have focused on Mr Guy Legras, the Commission's top agricultural bureaucrat after letters written by him were leaked to

the press earlier last month.

Mr Legras attacked critics of the Commission's BSE policy and denied charges that he had been involved in trying to limit discussions on the disease. The Commission had "never sought to disseminate this information" nor had it tried to keep information out of the public domain. Even if the Commission had "wanted to hide anything, nobody would have paid any attention to it" and that scientists would have "cried foul".

But Mr Legras admitted there had been insufficient monitoring of BSE between 1990 and 1994. He said this was mainly due to the fact that the Commission's inspection division had only a dozen people working for it. This was a "pretty laugh-

able level of staffing," he said.

Mr Legras blamed the Commission for the staff shortage pointing out that the then commissioner for agriculture, Mr Ray MacSharry, had repeatedly "drawn the attention of the college to the disastrous situation of staffing in the veterinary services" and the risks posed by the lack of resources. But, he said, "we got much less than we asked for" partly because the Commission was preoccupied with the implementation of single market legislation.

Mr Legras also blamed member states for inadequate attention to BSE, pointing out that the EU strategy should have been "jointly managed" by the Commission and EU coun-

tries. "I believe in the principle of subsidiarity. But I am saying passionately that it will only work if there is a counterweight [in Brussels] which is not there at the moment."

Mr Legras denied he had been pre-occupied with the effects of BSE on the markets. "At no time did markets take priority over health," he said, but admitted he had wanted to "avoid panic which was not supported by scientifically-based and properly judged information". He added that the BSE affair differed from other crises because there were so many unanswered questions. "We are trying to manage uncertainty. We are in a huge grey area of doubt," he said.

Gatton call backlog. Page 8

Belgium budgets for monetary union

By Neil Buckley in Brussels

Belgium set its sights firmly on a conservative 1997 growth forecast of 2.1 per cent, included BFr30bn (\$2.55bn) of measures aimed at cutting the budget deficit to 2.9 per cent - 0.1 points below the 3 per cent target for qualification for monetary union.

It also included BFr367bn of debt reduction measures, aimed at reducing the debt by four points to 127 per cent of GDP next year.

That is more than double the 6.1 per cent Maastricht target and still the highest in the European Union. But Mr Dehaene confidently predicted this would be sufficient to convince Belgium's partners that the debt was

on a firmly downward trend. Mr Dehaene added that structural measures, including pensions and social security reforms, would keep the primary surplus on federal and social spending above 5.5 per cent - the highest in the EU. That would allow a "reverse snowball effect" or rapid reduction in debt.

"The 1997 budget is not a transition budget. It can justly be called a turning point budget," Mr Dehaene told the Belgian parliament.

But Belgian economists criticised the budget for relying too heavily on one-off measures and accounting tricks, rather than structural reforms. Some echoed the

views of opposition MPs that Mr Dehaene had made disappointing use of temporary special powers he won from parliament to legislate on

Kremlin takes the flak over funding

By Christia Freeland
in Moscow

Prima ballerinas, generals and coal miners all lodged separate attacks on the Kremlin yesterday for starving vital Russian military, economic and cultural organisations of state funds.

The high-profile protests, which ranged from the threatened closure of Russia's most loved museum to a city-wide strike in the northern outpost of Vorkuta, signalled the beginning of a new battle between cash-starved state institutions and a cabinet of ministers determined to hold down government spending.

One of the most prominent warriors was General Igor Rodionov, Russian minister of defence, who warned yesterday officers might be reduced to selling the weapons they had been assigned to guard, unless Moscow stepped up spending on the impoverished military.

The general said he was

confident the army's financial woes would not provoke mutiny but he warned "chronic under-financing" could trigger disintegration of Russia's armed forces.

"The army has denied itself a lot of the things but if things go on like this the situation will become intolerable," Gen Rodionov said. He said hundreds of thousands of soldiers and their families lived below the poverty line and over 110,000 officers did not have housing.

The minister warned that the military could deteriorate further next year unless the government boosted the Rb358,700bn (\$18.3bn) earmarked for the armed forces in the draft budget for 1997, which, said Gen Rodionov, would cover only one-third of the army's needs.

His concerns were echoed by St Petersburg's elite, who warned in an open letter to Mr Victor Chernomyrdin, the prime minister, that Russia's famed arts institutions

would be forced by a shortage of state funds to close their doors beginning today. "Great countries are not judged merely by the cost of bread but by the condition of their museums, theatres and libraries. It is reprehensible to destroy the irreplaceable memory of past generations!" the letter, signed by a roll call of Russia's cultural luminaries, insisted. Affected institutions are expected to include the Hermitage Museum and the Mariinsky theatre.

Like Russia's officers and its cultural leaders, workers in other sectors of the economy are suffering wage delays of several months. The problem of wage arrears is threatening to set off a wave of strikes.

Led by militant local coal miners, most of the city of Vorkuta went on strike yesterday to protest at a five-month delay in wages which union officials said threatened to paralyse the northern outpost.

Gen Igor Rodionov, Russian defence minister: warned that officers might be reduced to selling weapons



Copenhagen pledges action in biker war

By Hilary Barnes
in Copenhagen

The Danish government yesterday promised a crackdown on biker clubs whose rivalry has led to six deaths in the past two years across the Nordic countries.

The government has decided to take action following a series of recent bomb attacks on biker "forts", or club houses, in Copenhagen, the capital, and other Danish towns, which put the lives of local residents at risk.

One car bomb explosion outside a clubhouse in the town of Roskilde, about 30km west of Copenhagen, last month blew out windows 200 metres from the scene of the blast, although no one was hurt in the incident.

Many more bikers have been injured, some seriously, although so far no one who is not associated with the biker clubs has been injured.

Legislation would be

tabled this week to give the police powers to prohibit named persons from living in or entering specific buildings, the prime minister said, after every attempt to date by local authorities to oust the bikers has been

foiled by tenant protection laws.

Mr Rasmussen said the government would also propose wider search and telephone tapping powers for the police; tougher sentences; better protection of witnesses; powers for summary confiscation of cash if people suspected of narcotics trade cannot document that it has been acquired legally; and better facilities for weak prisoners in the country's prisons.

Furthermore, the immigration authorities would be given greater powers to expel non-Danish citizens who had been caught pushing narcotics on the streets, an activity which plagues some areas of the Danish capital.

The non-Socialist opposition parties, which have long called for wider police powers to tackle narcotics crime and violence, yesterday gave qualified support to the government's proposals.

Turkey under strong pressure to clean up the launderers

The international community's patience is wearing thin with Ankara's repeated promises to tighten its inadequate controls on the legalising of ill-gotten gains, writes John Barham

Turkey's freewheeling financial and property markets, its big informal economy and lax regulation make it a paradise for money launderers.

In the words of one investment banker in Istanbul: "I do not care who you are or how you got your money. You can come in here with a suitcase full of cash and no questions asked. The law tells me I do not have to care. I do not have to give any information on your activities to the tax authorities or to the central bank."

Nobody knows how much money from illegal activities is passed through Istanbul's financial system to make the gains appear legal in origin, but Turkey is coming under increasing international

pressure to crack down on it. Last week, the Financial Action Task Force, a 24-nation body founded in 1989 by the Group of Seven industrialised countries to combat the international laundering of drug money, said transfers above \$100,000 between Turkey and member-country banks would be subject to "special scrutiny".

"This may cause delays on local businesses' imports and exports, and we hope they will learn on the government to act," said a European diplomat. However, Turkish bankers doubt the disruption will be very significant. Some countries already require banks to run checks on fund transfers to and from Turkey.

A task force official

emphasises that its measures are intended to shame governments into action rather than to punish non-compliance. "It does not happen often that a country is condemned for lack of [money laundering] legislation."

The Seychelles was previously the only country to have been put under the spotlight of the task force, which warned international financial institutions last February that a new Seychelles economic development law tolerated money laundering. Two months later, the Seychelles, not a task force member, adopted anti-money laundering legislation.

Turkey is a more important case. It is a member, stuck in committee. The law would make it an offence, establish a body to monitor violations, and allow courts to seize laundered funds.

It would also allow "controlled deliveries". These enable police forces from various countries to track a suspect cargo through transit countries to its destination, giving them a better chance of arresting entire networks. Turkey co-operates in controlled deliveries on a case-by-case basis.

A government official said he expected MPs to approve the bill when parliament reconvenes later this month.

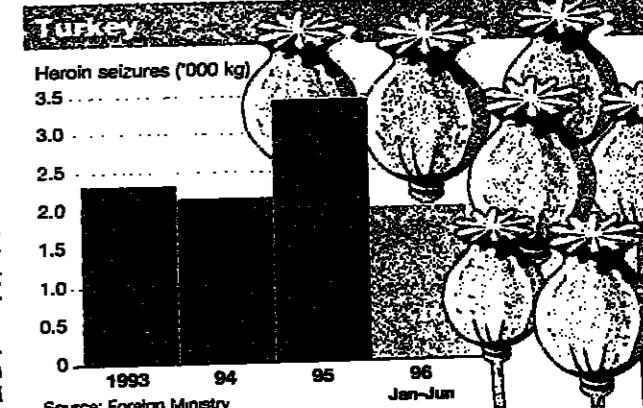
But western governments are tired of Turkish promises. Parliament has failed to meet successive deadlines for enacting legislation, and

diplomats warn that Turkey risks being thrown out of the task force if it does so again.

Nevertheless, Turkish regulators have introduced some controls, such as requiring identification for financial transfers exceeding TL1bn (\$11,000) and stricter controls on casinos.

The coalition government, led by the Islamist Refah party, takes a strong stand against drugs, yet money laundering is still not illegal.

There is a suspicion that while MPs are willing to criminalise laundering of drug money, they fear this could threaten the large, but tolerated, informal economy. Economists say the underground economy is at least a third as large as Turkey's official gross domestic product of \$165.2bn.



Turkey has large, loosely regulated property, financial and trading industries — sectors favoured by money launderers. Powerful organised crime syndicates involved in these businesses — plus drug smuggling — have notoriously close links to some top politicians.

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NEWS: INTERNATIONAL

Extra aid for Palestinians agreed by foreign ministers

EU criticises Israel's use of disproportionate force

By Lionel Barber
in Luxembourg

The European Union yesterday criticised Israel's use of tanks and helicopter gunships to repel violent protests in the West Bank last week.

EU foreign ministers meeting in Luxembourg also approved an extra Ecu20m (US\$25.4m) in aid to Mr Yasser Arafat, president of the Palestinian Authority, to meet a shortfall in revenue, and authorised the Commission to negotiate a new trade accord with the Palestinians by the end of the year.

Europe's pro-Palestinian tilt reflects a desire to balance what some

governments regard as a submissive approach by the US administration toward the hardline Likud government in Israel ahead of the Middle East summit in Washington.

A joint EU statement called on the Israeli authorities and the Palestinians to exercise the utmost restraint, to resume talks and to avoid resorting to disproportionate force in particular the use of firearms, tanks and helicopter gunships.

The statement added: "The European Union calls on Israel to match its stated commitment to the peace process with concrete actions to fulfil its obligations" under the

1993 Oslo Accord. In particular, EU ministers asked Israel to reconsider its decision to reopen the disputed Hasmonean tunnel under Jerusalem's old town, to reopen the borders with the West Bank and the Gaza Strip, and to withdraw troops from Hebron.

"The Israelis have to think about the tunnel," said Mr Klaus Kinkel, German foreign minister. He was referring to the flashpoint for the spate of violence which has led to 72 deaths.

Mr Kinkel said that without a reopening of the borders the mood among Palestinians would be "explosive". But he urged his colleagues not to put Israel in the dock. Other

diplomats said Germany had expressed reservations about the EU's language on disproportionate force.

The EU trade pact with the Palestinians requires negotiations between the European Commission and the Palestine Liberation Organisation. It will take the form of an interim deal lasting five years while talks proceed between Israel and the PLO on a permanent arrangement.

The deal covers agriculture, transport and development aid as well as cultural and scientific matters. Since 1993, the EU has contributed about Ecu20m in grants for the development of the West Bank and Gaza Strip.

Wolfensohn, left, and Camdessus: their warnings on corruption prompt unease about political interference

IMF/WORLD BANK ANNUAL MEETING

Wolfensohn demands assault on corruption

By Robert Chotz,
Economics Editor,
in Washington

Mr James Wolfensohn, president of the World Bank, yesterday called on national leaders to stamp out "the cancer of corruption". The IMF's managing director, agreed in his speech that "countries must demonstrate that they have no tolerance for corruption in any form".

Over the weekend, Mr Wolfensohn told African representatives that development in their continent was being hampered by corruption, nepotism and a lack of accountability in government. But some African and Asian officials fear that financial support from the Bretton Woods institutions could become increasingly conditional on a western interpretation of "good governance".

"If that conditionality is strictly applied, it could take 15 years before the institutions are satisfied," said one official.

Mr Wolfensohn said the Bank could not intervene in the political affairs of its member countries but could provide "advice, encouragement and support". He added that he would not tolerate corruption in any of the programmes that the Bank supported.

The Bank has recently revised its loan documents and procurement guidelines so it can bar companies from Bank-financed contracts if they engage in "corrupt or fraudulent practices". The Bank also has the right to inspect the accounts and records of suppliers.

The heads of the two institutions also drew attention to the threat posed by the fragility of banking systems in many emerging market countries. Mr Wolfensohn claimed that one in five developing countries faced a banking crisis.

"We are looking for ways to increase the IFC's impact in the poorest countries and most difficult investment environments," said Mr Jan-Mill Lindhak, IFC executive vice-president, announcing the three-year pilot programme.

The aim is to promote development of the private sector in countries which private investors avoid, and which the IFC has also failed to tackle up to now.

More than half the corporation's annual investment currently goes to a handful of relatively advanced developing countries, such as Brazil and Mexico. But these countries also receive the bulk of foreign private investment, leading to criticism that the IFC is merely duplicating the work of the markets.

The corporation wants to counter these criticisms, but it, unlike the World Bank, is strongly profit-orientated and investing in underdeveloped emerging economies could jeopardise its profits.

The IFC's challenge, said Mr Wilfried Kaffenberger, vice-president for operations, was "to do good projects at the edge of what the market will do, while also showing a bottom line". The set-up costs of the \$40m Small Enterprise Fund would be \$20m, for example, although this also would finance operations beyond the three-year initial phase of the programme.

Mr Kaffenberger acknowledged the risks involved in such investment.

"One is ultimately banking on the character and integrity" of the recipient, he said, rather than on detailed feasibility studies. The IFC would be looking at family businesses which, for a modest investment, could produce for the local market while offering "the best hope for job creation".

The IMF, meanwhile, still finds gaping holes in many of the international standards used to measure banks' health, especially in the accounting field. Mr Michel Camdessus, its managing director, wants to press for the development of new international guidelines to meet a threat he still sees looming.

Unhealthy banks tend to chase ever-riskier loans in an effort to stay afloat. That in turn makes them less responsive to the government's attempts to steer monetary policy, and damages the real economy by channelling credit away from the sectors that could

make the best use of it.

IMF officials studied their 181 member countries and found that, over the last 15 years, no fewer than 133 had suffered significant problems in their banking sectors. In 36 countries, ranging from Mexico and Argentina to Spain and Malaysia, the problems reached the level of a full-blown crisis.

In their analysis of the causes of banking problems, IMF officials emphasise that the primary responsibility for keeping a bank healthy lies with its own management. But they are also keen to promote better supervision, improved accounting

and corporate governance rules and stronger capital adequacy ratios.

Central bankers in the Group of Ten industrialised countries have for the last 20 years moved closer to each other on supervisory and capital adequacy standards developed by the Bank for International Settlements in Basle.

The Basle rules require banks to maintain a capital base equivalent to at least 8 per cent of their loans and other assets, weighted according to their level of risk.

But Mr Andrew Crockett, the BIS's head, warns that

many banks appear to be complying with this ratio just days before they collapse.

"When you have a figure like 8 per cent, the danger is that people think that is enough," he told a conference on banking soundness organised by the IADB in Washington to coincide with the IMF's annual gathering of finance ministers and central bank governors.

Mr Pedro Pou, governor of the central bank of Argentina, has set a higher ratio of 11.5 per cent for his country's banks, but warned that the whole Basle framework might need further adaptation to meet the needs of emerging markets in Latin America and elsewhere.

"Our regulations may need to be more complex as our risks are more complex," he said.

Mr Pou suggested that loans might need to be weighted in line with their interest rate, on the assumption that higher rate loans are likely to be riskier.

The IMF, meanwhile, still finds gaping holes in many of the international standards used to measure banks' health, especially in the accounting field. Mr Michel Camdessus, its managing director, wants to press for the development of new international guidelines to meet a threat he still sees looming.

Despite all these initiatives, we are not yet at the point where it is possible to consider that the situation is under control," he said.

Nigeria to revive economic reform

By Our Foreign Staff

General Sani Abacha, Nigeria's military ruler, yesterday announced the creation of six more states and the establishment of an economic think tank.

In a separate development, the country's finance minister Anthony Ani said in Washington the interest rate ceiling of 21 per cent had been abolished.

The moves follow Monday's approval of five of the 15 political parties applying for government recognition. They suggest that Gen Abacha is determined to press ahead with his own pro-

gramme and timetable for a return to democracy, despite international calls for early multi-party elections, while at the same time reviving stalled economic reforms.

The five parties qualifying for registration were headed by the United Nigeria Congress Party of Yahaya Gusu.

All the five are conservative, and there appears to be little to choose between them.

Nigeria will now have 36 states. Gen Abacha has argued that state creation decentralises power, but critics see it as an inefficient extension of the country's

"Vision 2010".

Speculation that the government is anxious to resume an economic reform programme was reinforced by the decision to lift the ceiling on interest rates, a significant sticking point blocking agreements with the World Bank.

The clearest test of government intentions, however, remains exchange rate policy. Both World Bank and IMF officials have made clear that the current two-tier system, which allows government officials and sympathisers to buy hard currency at a discount, must end.

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Emergency talks on ship subsidies

By Guy de Jonquieres in
London and Anne Coughlin
in Washington

The US and other leading shipbuilding powers will hold emergency talks this month on the future of an international agreement to curb subsidies in the sector, which has been put at risk by the failure of Congress to approve it.

The accord on subsidies, which took five years to negotiate in the Organisation for Economic Co-operation and Development, was thrown into uncertainty on Friday when intense opposition from leading US shipyards

blocked a decisive vote in the Senate.

The Clinton administration, which supported the agreement, has not said whether it plans to ask the next Congress to endorse it.

Mr Donald Johnson, secretary-general of the OECD, was yesterday urging Washington to clarify its position.

Industry experts warned that a further long delay in US ratification of the deal, which was due to take effect at the start of this year, would lead to a fresh outbreak of price-cutting in the industry.

That could increase pressure on European

governments to step up state support for troubled shipyards. European subsidies and tax breaks to the industry, worth almost \$1bn a year, are the largest in the world.

A US trade official yesterday said the planned meeting on October 17 and 18, would provide an opportunity to "sound out the intentions" of the other signatories to the agreement – the European Union, Japan, South Korea and Norway.

"At this point we are not walking away from the agreement," the US official said. "We need to discuss it with other parties, as well as

with other domestic interests."

The official said the other signatories, which have all ratified the accord, could choose to go ahead without the US.

However, that option appears to be ruled out by a requirement that the agreement must be ratified by all parties.

Any US proposal that the deal be renegotiated to meet objections in Congress would also face serious obstacles.

Korea and Japan are opposed to any such move and might use it as a pretext to withdraw from the agreement altogether.

The US legislation founded on opposition from six large defence shipyards, which want federal subsidies to help them re-enter the merchant shipbuilding sector.

They lobbied successfully for an amendment designed to exempt such subsidies from the OECD disciplines.

Even though Senator John Breaux, who led the fight for approval of the OECD deal, agreed to incorporate much of the amendment into the final legislation, the shipbuilding lobby prevented it from coming to a vote before Congress went into recess ahead of US elections on November 5.



Seeking clarity: Donald Johnson, OECD secretary-general, has urged the Clinton administration to outline its position

WTO calls for Korea reforms

By Frances Williams
in Geneva

South Korea should accelerate trade liberalisation to match its growing stature as a global economic power, the World Trade Organisation said yesterday. In a report discussed by WTO members this week, the WTO secretariat says South Korea, the world's 12th biggest exporter of goods, has taken important steps in recent years to lower trade barriers and deregulate its economy.

Tariffs have been slashed to 7 per cent on average for manufactured goods, quota restrictions have been abolished in almost all sectors, many non-tariff barriers have been removed and there has been gradual liberalisation of inward foreign investment in industry and services. However, the report notes that certain sectors, including agriculture and some services, remain "largely insulated" from international competition, creating economic distortions at home and political frictions abroad.

"Significant portions of the transport, communications, financial and business services industries are still restricted for foreign investment.

"Moreover, reforms have often been motivated primarily by outside pressures, including world trade negotiations. "While the authorities are committed to continued investment and trade liberalisation, their general approach has remained somewhat reactive in sensitive areas," the report adds.

Concern is also expressed over the narrow focus of Korean exports, with semiconductors and cars accounting for nearly 25 per cent of all merchandise exports. Its widening trade deficit, the WTO says, is mainly due to its skewed industrial structure such as electronics and motor vehicles rely heavily on imported components.

Other criticisms by trading partners concern safety and health regulations, discriminatory taxation of spirits and government procurement procedures, as well as continued high trade barriers in agriculture, fisheries and many services.

Still, South Korea has gone beyond its commitments as a developing country in protecting intellectual property, and will open the bulk of its domestic telecommunications sector to foreign competition in 1998.

US vehicle group to invest heavily in rapidly growing car market

GM to tighten grip on east Europe

General Motors, the world's biggest vehicle maker, said yesterday it would boost investment in central and eastern Europe to reinforce its position as one of the leading manufacturers in the region.

Mr David Herman, chairman of GM's Opel subsidiary in Germany, which is spearheading its push into the expanding car markets of eastern Europe, said the group was looking at further investments in the former Soviet Union and additional spread on existing projects in eastern Europe.

GM will underline its commitment today when Mr Louis Hughes, head of GM's

international operations, on three shift working.

The DM235m cylinder head plant is the world's first to use an innovative parallel production process, rather than a conventional transfer line. The "agile cell system", which is being replicated at new GM engine plants in Europe and Brazil, while locally produced vehicles have been sold in Italy and China as well as Hungary, where Opel has 20 per cent of the market.

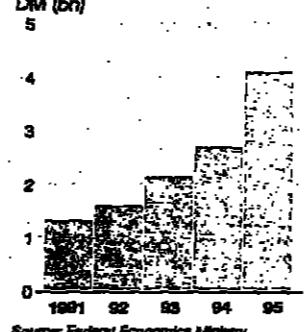
GM's latest investments highlight the growing importance of central and eastern Europe for the world's vehicle groups. In the past month, VW has opened a car assembly plant and paint shop at its Skoda subsidiary in the Czech Republic.

subsidiary is Hungary's most profitable company and ranks fourth in terms of sales and in the top three for exports.

The 1.4 and 1.6 litre Ecotec engines built in Hungary are exported to GM plants in Europe and Brazil, while locally produced vehicles have been sold in Italy and China as well as Hungary, where Opel has 20 per cent of the market.

The operation reinforces GM's position as one of the biggest foreign investors in Hungary, with more than 900 employees. Opel's local

German investment in central & eastern Europe



By Frederick Stüdemann
in Berlin

German companies have markedly stepped up investment in central and eastern Europe and could double trade with the region by 2000, according to a report by an employers' lobby group.

German investment in central and eastern Europe rose to DM4.0bn (\$2.8bn) or

8.57 per cent of Germany's total investment abroad in 1995. This makes central and eastern Europe the third most popular destination for investment by companies after the European Union and North America, which accounted respectively for 62 per cent and 17 per cent.

According to the Federation of German Industry (BDI), the lobby group,

which conducted a survey of 470 companies together with the Institute of the German Economy (IW) and the German East-West Trade Committee, cheaper production costs were the main attraction for companies investing in central and eastern Europe.

The most popular target countries were Hungary, which accounted for 44.5 per cent of the respondents'

investment and the Czech Republic with 30.3 per cent.

Russia, where companies said they were more concerned with securing a position in the market, accounted for 6 per cent.

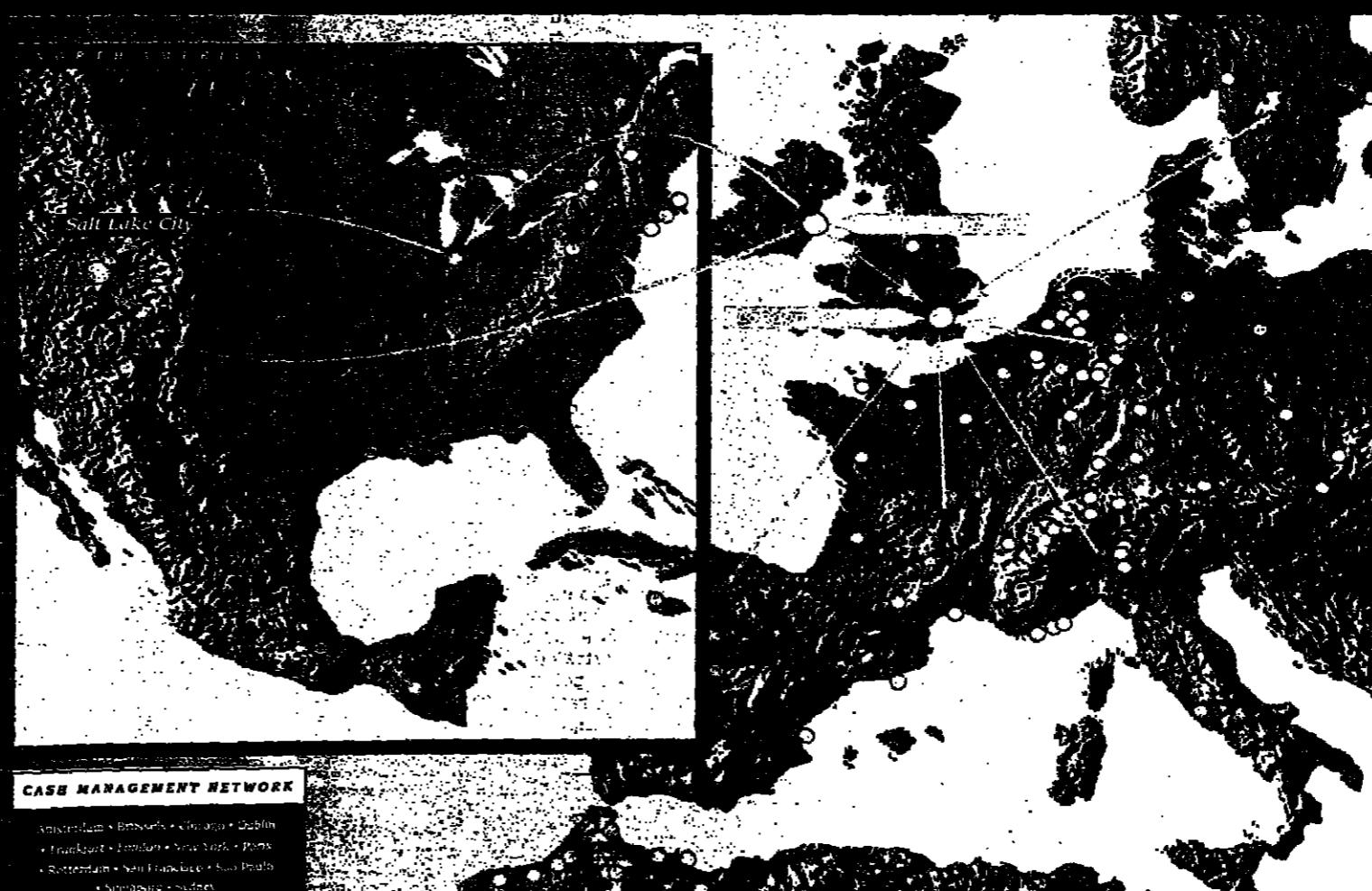
The survey respondents said that contractual and political uncertainties and generally poor economic conditions in countries further east were a significant brake on investment.

The US has also claimed that Japan agreed to deregulate other, so-called primary sectors of the insurance market to provide greater opportunities for foreign insurance providers, before it introduces greater competition into the third sector.

In its compromise proposals, the ministry of finance has offered to put a hold on the entry of domestic insurance companies into accident insurance, stand-alone cancer insurance and medical insurance until the end of December.

The finance ministry has also agreed to allow marketing of vehicle insurance through direct-mail.

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NEWS: ASIA-PACIFIC

Burma eases fears over oil payments

By Ted Bardacke
In Bangkok

Prices of petrol in Burma have returned to normal as the country's apparent fuel shortage has suddenly disappeared.

Oil industry executives said the roots of panic buying a week ago are now seen to be found in attempts by the government to play off Japanese trading companies against each other that backfired. An apparent lack of foreign currency was not immediately to blame.

Petrol yesterday was selling for 250 kyat (US\$1.56 at market rates) a gallon or less in the capital Rangoon, down from 400 last week when prices doubled and long queues appeared at service stations.

The problems coincided with a statement by Mitsui - which last year prised a supply contract for oil away from its rival, Marubeni - that Burma's military regime was behind on payments.

Mitsui has recently been seen to be winning the race among Japanese trading houses in Burma, and Asian diplomats say Marubeni is under pressure to regain some of the business lost to its rival. Burma's decision to delay payments now appears to have been an attempt to exploit this rivalry in return for commercial concessions.

Mitsui declined to comment directly, but Mr Mike Nagai, its general manager in Rangoon, acknowledged that Burma was seeking finance for the contract. "It is standard for a developing country to seek a financing agreement when negotiating any major purchasing agreement," he said.

Pressure grows for sanctions

By Ted Bardacke

International pressure on Burma is intensifying after the military regime's announcement that it had detained more than 500 supporters of Ms Aung San Suu Kyi's National League for Democracy and that access to Ms Suu Kyi's home would be blocked indefinitely.

At the insistence of the UK, senior European Union officials yesterday discussed possible measures that could be taken against the regime. Denmark recently proposed economic sanctions against Burma after Mr James Nichols, its honorary consul in Rangoon and financial backer of Ms Suu Kyi, died in jail after being imprisoned for operating a fax machine without permission.

"The UK believes it will be necessary to take further international action against the Slorc (Burma's ruling army council)," the British foreign office said. In the past the UK has opposed unilateral EU sanctions.

Burmese authorities said yesterday that in the past

He denied suggestions that Burma was trying to persuade Mitsui to transform the overdue payments into equity in other local projects. His company did not believe in "mixing contracts", though it had many projects in Burma which it continued to pursue.

Diplomats originally estimated the amount owed to Mitsui to be around \$30m. Oil industry executives now say the number could be twice that. These arrears prompted speculation that Burma, which in 1985 owed \$356m to international creditors but paid only \$218m, was on the verge of a balance of payments crisis.

But since Friday three vessels carrying 6,000 tonnes of diesel each, some of it supplied by Mitsubushi, have begun unloading their shipments at Rangoon port. Port officials say they have been told to expect another shipment of between 50,000 and 60,000 tonnes of crude oil - valued at around \$10m - in the coming days.

Burmese officials claim that the shipment shows the government has hard currency to keep the country going and that the panic was caused in part by a speech by democracy activist Ms Aung San Suu Kyi referring

Mitsui's contract.

Mr Thein Lwin, director of the ministry of energy's planning department, says the government will finalise a new long-term supply contract soon, probably with another Japanese company.

Canberra abandons public inquiry on media

By Nikki Tait in Sydney

The Australian federal government yesterday abandoned election pledges to hold a full public inquiry into the country's media ownership rules.

Defending the decision to issue a discussion paper instead, Senator Richard Alston, communications minister, claimed that a full public inquiry into the highly sensitive subject "wasn't likely to achieve the result of having a sensible and balanced discussion of the major issues".

He added: "It was more likely to turn into a media circus."

The government's move brought an immediate political outcry, with opposition parties claiming it was a clear breach of an election promise and suggesting the government had been "got at" by vested interests.

Ms Cheryl Kornot, leader of the Australian Democrats, largest of the minor parties, said: "To me it all smacks of our entitlement to be suspicious about who's got at them, what's changed in their mind, and above all, that they still think it comes back to controlling the discussion."

Instead of the anticipated open hearings of a public inquiry - which would have seen the country's big media proprietors, such as Mr Kerry Packer and Mr Rupert Murdoch, make personal submissions - interested parties are being invited to submit written comments on the issue by the middle of November.

Legislation will then be introduced into parliament next year, in the light of this discussion, according to Senator Alston.

Cross-ownership constraints currently prohibit anyone from controlling different types of media in the same geographical area. There are also limits on foreign ownership of Australian media assets, although these are more discretionary.

The government has suggested that reconsideration of these rules is warranted by changing technologies.

However, any rethink of the media constraints will have an immediate impact on the ownership tangle at John Fairfax, Australia's leading newspaper group and publisher of heavyweight papers in both Sydney and Melbourne.

Cross-ownership rules currently prevent Mr Kerry Packer, the Australian businessman, from lifting his stake in Fairfax above 15 per cent while Mr Conrad Black, the Canadian media proprietor, is pegged at 25 per cent by foreign ownership constraints.

Both businessmen have, in the recent past, indicated they would like to raise these holdings, and Mr Black has expressed frustration at the slow progress being made by the new government on the issue since it took office in March.

"The government has repeatedly acknowledged that holding this kind of weekend meeting violates existing laws," said Col Kyaw Thein. "I don't know what lies ahead" but measures would be taken against "anything that violates existing laws".

Hong Kong sees race for leadership hot up

In the running



Peter Woo
Tung Chee-hwa
Ti Liang Yang
The people's choice for chief executive

"Sunday Hong Kong Standard opinion poll published Sept 8, before Peter Woo announced his candidacy and Tung Chee-hwa said he was actively invited to run. Mr Tung has since shown an increase in the opinion polls."

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Payment Japan

By Louise Kohan
in San Francisco

The Clinton administration yesterday announced plans to ease export restrictions on powerful encryption software that can be used to scramble electronic messages to prevent eavesdropping by computer hackers.

The plan, announced yesterday by Mr Al Gore, the vice-president, is aimed at ending a fractious four-year debate that has pitted the US computer and software industries against law enforcement and intelligence agencies.

US industry wants to be able to export strong encryption software, which it believes is essential for the growth of electronic commerce. Consumers and businesses need assurances that credit card numbers and other sensitive information cannot be intercepted, business leaders maintain.

Moreover, US companies claim that, under current export restrictions which preclude exports of encryption technology, with the exception of relatively weak scrambling schemes, they stand to lose up to \$60bn of business by the year 2000 to

foreign competitors offering stronger encryption software.

Law enforcement and intelligence agencies say, however, that they must be able to tap electronic transmissions to detect crime and to gather intelligence. They have demanded a "key escrow" scheme in which users of encryption devices would be required to deposit a descrambling key with a trusted third party. That key could be obtained by US authorities under court order, in much the same way that law enforcement agencies can today obtain court

permission to tap phone lines.

The White House has struggled to resolve these opposing interests for the past four years. Previous proposals have been rejected by the industry as unworkable and inadequate. Private advocates have also raised objections to the key escrow plan, which they claim could be abused.

Under the administration's new proposal, the strength of encryption software that could be exported has been raised from 40-bits to 56-bits. The number of bits defines the strength of an encryp-

tion algorithm which, in practice, determines how long it might take to decrypt a scrambled message.

Software and computer companies would also be given greater latitude in finding ways to enable law enforcement authorities to decode electronic data transmissions.

Although the plan is a compromise, it does not please all parties.

Mr Jim Barksdale, chief executive of Netscape Communications, the leading Internet software company, said it would not work. "The administration has got it

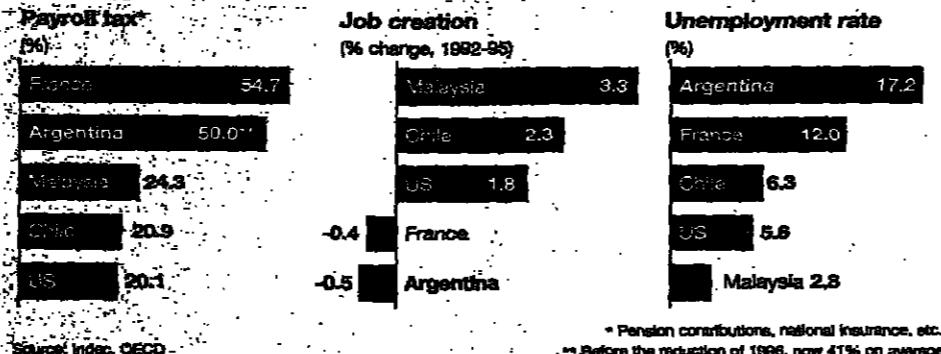
wrong. This will not help US companies to do business overseas," he said.

Demonstrating their disillusionment with the Clinton administration over the encryption issue, Mr Barksdale and several other Silicon Valley executives endorsed Mr Bob Dole, the Republican presidential candidate, at a rally held at Netscape on Monday.

"The administration's proposal represents progress... yet further liberalisation will be needed," said Mr Robert Holleyman, president of the Business Software Alliance, an industry group.

Menem throws down labour gauntlet

Argentina's unemployment burden



New Argentines would deny that unemployment, now at more than 17 per cent, was the country's most urgent problem. Yet most talk of the proposed solution of President Carlos Menem make it easier and cheaper to hire and fire.

Attempts to make the labour market more flexible hit at the heart of the ideology of Mr Menem's Peronist party. Under General Juan Domingo Perón, who governed from 1945 to 1955, the government increased workers' rights and benefits, and built up trade union power.

As a result, according to Ms Carola Pessino, chief adviser on labour issues at the economy ministry, Argentina has been left with a rigid labour market in which powerful unions set national labour contracts which small and medium-sized companies simply cannot follow.

The result, she says, is an estimated 5m people working on the black market - and therefore not paying taxes - and an economy that does not create sufficient jobs. From 1991-1994 gross domestic product grew at an average rate of nearly 8 per cent a year, yet demand for jobs stripped supply and unemployment rose from 6 per cent to a peak of more than 18 per cent.

Argentina's payroll taxes, among the highest in the

world, are much to blame, says Ms Pessino. These create what she calls a "tax wedge" - the difference between a worker's nominal wage and the employer's actual expenditure - of nearly 40 per cent. This used to be higher, but has been brought down as the Menem administration has reduced tax discrimination against labour.

The tax wedge in the US is only about 20 per cent, says Ms Pessino, but Argentina's high costs could be a blessing in disguise. "We can lower labour costs without reducing wages, whereas in the US, to tackle unemployment, wages had to go down."

According to a recent study by the World Bank, a 10 per cent reduction in labour costs would produce a 5 per cent rise in Argentinian

unemployment rate.

Argentina's

unemployment

rate

is

17.2

Argentina

17.2

France

12.0

Chile

6.3

US

5.6

Argentina

2.8

Malaysia

2.8

France

1.8

US

-0.4

France

-0.5

Argentina

-0.5

Pension contributions, national insurance, etc.

* Before the reduction of 1996, now 47% on average

** Before the reduction of 1996, now 47% on average

will do nothing to solve unemployment," says Mr Gerardo Martínez, former general-secretary of the CGT union federation. Making it easier to fire workers might actually increase unemployment.

Many observers suspect the real purpose of legislation is to lower wages.

Because of Argentina's monetary system, which effectively prohibits devaluation, one of the routes to greater competitiveness is salary reduction.

"The World Bank is trying to produce deflation of wages and prices at the expense of the working class," says Mr Carlos West Ocampo, chief spokesman for the CGT.

There is also opposition to reform inside the Peronist party, where some legislators are union representatives. Given Mr Menem's low popularity and the approach of mid-term parliamentary elections in 1997, it is not certain he can rally his increasingly undisciplined party to back reform.

Mr Menem rejects suggestions he has lost political authority. "It is President Menem who runs this country, not the unions," he says.

"I am stronger than ever."

In seeking radical labour reform, the president has found the perfect vehicle to test whether or not such self-confidence is merited.

David Pilling

US index of key indicators hits high

The US index of leading indicators rose 0.2 per cent in August to 103.3, its highest ever level, a business analysis group said yesterday. The index is designed to give six to nine months' warning of turning points in economic activity.

The Conference Board reported that the index rose 1.7 per cent in the six months to August, indicating the economy was likely to expand steadily well into next year. The index is designed to give six to nine months' warning of turning points in economic activity.

The group said seven of the 11 components of the leading index rose in August.

Separately, the national association of purchasing managers said its index of manufacturing activity declined modestly to 51.7 per cent in August, from 52.6 per cent in July. Readings above 50 per cent indicate expansion of the manufacturing sector.

The drop in the index reflected declines in indices measuring the growth of production and employment. However, an index of new orders rose for the second consecutive month to 56.3 per cent against 55.6 per cent.

Colombia eyes mines sell-off

By Stephen Fidler,
Latin America Editor

The Colombian government expects to raise \$2.5bn-\$3bn from a series of mining and energy privatisations and concessions it expects to complete next year.

The government also aims to have privatised seven electricity generating plants by the first quarter of next year. They would account for about 20 per cent of national capacity and their minimum value had been assessed at \$1.05bn. Mr Villamizar said.

The government was seriously considering privatising in the first half of next year the Bogotá and Atlantic Coast electricity distribution companies, which together serve 10.5m people. To do this the giant Guavio plant would be separated from the Bogotá company and, because of its heavy debts which make a sale difficult, would be offered in concession to a private operator.

The government is also proposing to offer exclusive distribution rights for gas in six areas of the country, with the transportation system remaining in government hands.

Sandinistas give investor pledge

The Sandinista Front has promised to embrace the free market if it wins Nicaragua's presidential election on October 20, Reuter reports from Managua.

Polls show Mr Daniel Ortega, the former left-wing president and Sandinista candidate, chipping away at the lead of Mr Arnoldo Aleman, from the right-wing Liberal Alliance. The two candidates were virtually level in the latest polls.

A Sandinista government would also continue the International Monetary Fund's tough structural adjustment programme, although seeking better conditions in some areas, and would welcome foreign assembly plants in its free trade zone.

Nicaraguan business leaders have warned of negative economic consequences if the Sandinistas won.

TO PROPEL THE GREAT JOURNEY



BMW offshoot to invest in new Mini

Financial Times Reporters
in Paris and London

Rover Group, the British offshoot of BMW, is to invest £400m (\$620m) in a successor to the Mini, the small British car which has become a motoring icon to millions over nearly four decades.

Dr Walter Hasselkus, Rover's new chief executive, confirmed yesterday that BMW's and Rover's agony of indecision over whether the Mini could, or even should, be replaced is over. An all-new design will enter the world's car showrooms somewhere around the year 2001.

The 1.4-litre four-cylinder power unit for the new model will be made in a factory to be built in South America under a \$500m joint

Nissan to invest \$110m on boosting Primera output in England

Nissan, the Japanese carmaker, yesterday said it would invest a further £70m (\$110m) in its plant near Sunderland in north-east England to build an estate version of its Primera family model, *Hic Simoniem trites*.

The new vehicle, which will replace a model imported from Japan, should create 150 jobs at Sunderland and boost car output by 20,000 units a year

when production starts in 1998, said Mr Yoshiaki Hanawa, Nissan's president.

Mr Hanawa, who took over the top job this year, said he believed output at Sunderland should be further boosted by a third vehicle range alongside the current Primera and Micra models.

In an interview at the Paris motor show, he said: "It's my personal

opinion that a third model should be manufactured in the UK".

The idea of a third model, expected to be a compact family saloon in the Ford Escort class, has been studied for some time.

However, Mr Hanawa warned that Nissan had not yet reached a decision and an announcement would not be made till 1997.

venture, announced at the Paris motor show yesterday, between BMW and Chrysler, the third-largest vehicle maker in the US.

However the car remains an essentially British project, with design work being undertaken at Rover's new engineering centre at Gaydon in the English Midlands.

The car will almost almost certainly be made at nearby Longbridge, the "home" of the existing Mini near Birmingham.

News of the project came as Dr Bernd Pischetsrieder, BMW's chairman, delivered another vote of confidence in the UK industry. He said at the Paris motor show that a

new £400m-2450m plant to produce another type of engine to supply both BMW and Rover will be located in the UK, provided the British government can roughly match the investment aid expected from Austria, the rival contender.

BMW had hoped to announce the engine plant's

secure existing jobs for the 16,000-strong work force at Longbridge. Dr Hasselkus said the project would create "several thousand" jobs among UK-based components suppliers.

"I hope today's news will end speculation that the Mini could be built anywhere other than in the UK. This is yet more evidence of BMW's confidence in Rover," he added.

Its introduction will also be the subject of enormous interest in Japan, where the current Mini has become a cult, with several magazines devoted specifically to it. Indeed, Japan is the world's single largest market for the current car, accounting for 3,000 of the 20,000 produced last year, compared with 6,000 sales in the UK.

UK NEWS DIGEST

Rail bids from Spain and US

Six companies, including a Spanish rail freight operator, a US financing group and a UK electricity generator have been shortlisted in the bidding for Railfreight Distribution. RFD is the last of the freight businesses in Britain's state rail network to be sold to the private sector.

RFD, which is heavily loss-making, runs international freight services through the Channel tunnel between the UK and destinations in Spain, France, Germany and Italy. Currently a division of British Rail, it is due to be established as a separate company within the next two weeks and the sale is planned for completion early next year.

The companies on the shortlist are: Transfesa, a Spanish-based international rail freight group; GE Capital, a US finance and leasing group; National Power, an electricity generator which recently established a domestic rail freight business; English Welsh and Scottish Railway, ER's heavy freight division which was acquired by Wisconsin Central Transportation of the US; Freightliner, BR's domestic container business which has been bought by its management; and Tibbett & Britten, a distribution company.

Charles Batchelor

'MAD COW' SLAUGHTER

Backlog may total 400,000

The backlog of cows awaiting slaughter under the government's programme to curb BSE, or mad cow disease, appears to be as high as 400,000, in line with the bleakest industry predictions.

The British government last week refused to reveal the figures disclosed by its own survey of the country's farmers, saying it did not find them credible. But officials said yesterday they were taking steps to speed up the slaughter in case the backlog proves as high as the preliminary findings suggest, at around 400,000.

Farmers' leaders and meat industry representatives have warned for some months that the backlog was far larger than the government's estimate of up to 180,000. The scheme was designed by the government to restore confidence in beef by removing cattle over 30 months old from the food chain. More than half a million have been destroyed since May.

Alison Marshall

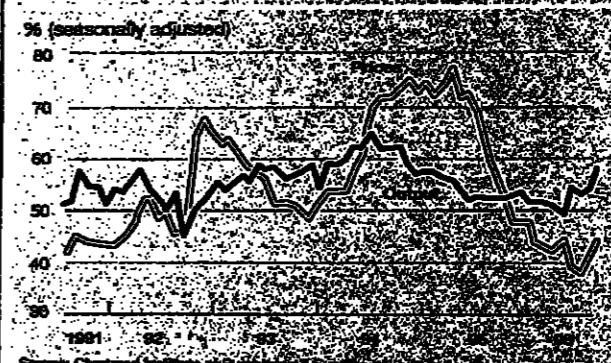
ECONOMY

Chancellor upbeat on inflation

Mr Kenneth Clarke, chancellor of the exchequer, insisted yesterday that the British economy was on course to grow by 3% per cent next year without jeopardising his inflation target of 2% per cent.

"I believe we can go on delivering above trend growth over several years, as we close the output gap, without inflation re-emerging," he said, in a speech to the annual meetings of the International Monetary Fund and the World Bank in Washington yesterday.

Purchasing



Data issued in Britain yesterday by purchasing managers gave little hint that inflationary pressures were imminent. They reported the sharpest monthly increase in output in September for two years.

The increase will be welcomed by manufacturers, who have seen patchy trading conditions in recent months. But it is also likely to further limit Mr Clarke's scope for cutting interest rates.

Traders in sterling futures contracts, which are used to set the future level of interest rates, now expect base rates to be raised to almost 7% per cent by the end of next year from their current level of 5.75% per cent, to curb inflationary pressures.

Glenn Tait

ROYAL MAIL

'Alternative' service on trial

Securicor Omega Express, the leading UK express parcels operator, began a trial of its first business postal delivery service yesterday. It said its aim was "to launch an alternative postal service in the event of the Royal Mail monopoly being permanently lifted". The government has threatened to remove the monopoly held by the Royal Mail offshoot of the Post Office as mail workers continue their series of strikes.

The trial will run in the cities of Birmingham and Manchester for a week. Securicor Omega Express is the UK's largest overnight parcels carrier. It delivers over 2m parcels a week.

Robert Taylor

ARGENTINE CONTRACT

\$155m joint venture for port

A joint venture between Rolls-Royce's materials handling business, Clarke Chapman, and Portia Management, the consulting division of Mersey Docks and Harbour Company, has won a £100m (\$165m) contract to operate, maintain and develop a port facility for Siderar SAIC, the leading Argentinian steelmaker. The facility at San Nicolas, on the River Parana 150 km north of Buenos Aires, comprises a bulk import terminal and steel products export terminal.

Premier urged to aid probe into MP's actions

PA News Reporters
in London

Mr John Major, the prime minister, last night faced growing demands to co-operate fully with a parliamentary investigation into cash-for-questions accusations against Mr Neil Hamilton, a former trade minister in his government.

Mr Hamilton, who withdrew from a libel suit against the *Guardian* newspaper on Monday, said he was now taking the case to Sir Gordon Downey, the Parliamentary Commissioner for Standards, to clear his name.

Mr Hamilton, accused by the newspaper of receiving money to ask parliamentary questions, had promised to expose journalistic "corruption and fantasy" in the courts. But on Monday, the day before the case was due in the High Court, Mr Hamilton

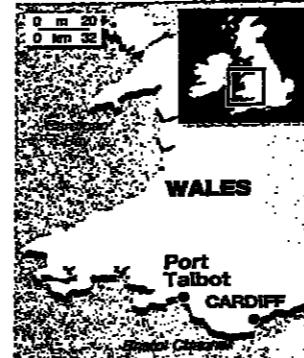
dropped the action. He and his fellow litigant - Mr Ian Greer, a political lobbyist - agreed to pay jointly £15,000 (\$23,400) of the Guardian's costs.

Mr Hamilton and Mr Greer maintained their "total innocence" and said they dropped the libel case because the legal costs were escalating.

Mr Alan Rusbridger, editor of the *Guardian*, dismissed yesterday's move by Mr Hamilton as the "final act of bluff".

Lord Nolan, chairman of the Committee on Standards in Public Life, backed the idea of an inquiry by Sir Gordon into what he called "serious" allegations against Mr Hamilton.

"The continuing accusations and counter accusations in this case are damaging to the reputation of Parliament and the truth of the matter needs to be properly investigated."



Port Talbot, a steel town which symbolises the decline in south Wales, launched a £230m (\$360m) regeneration strategy, Roland Aldburgham writes in Cardiff. The aim is to attract a wave of "green" inward investment which, it is hoped, will eventually create more than 3,000 jobs. The main feature of the 10-year strategy will be a 270-ha "energy park" next to the BP Chemicals' plant (above) at Baglan Bay. The promoters of the "park" speak of Port Talbot becoming the "green industrial town of Europe".

Cardinal urges IRA ceasefire

By John Murray Brown
in Dublin

Politicians and church leaders on both sides of

Northern Ireland's sectarian divide yesterday backed up pressure on the Irish Republican Army to reinstate its ceasefire.

Their efforts came amid mounting concern of a resumption of Protestant violence after a group of

anti-nationalist "loyalist" prisoners indicated it would no longer support the current peace talks.

Cardinal Cahal Daly, the Roman Catholic Primate of all Ireland, yesterday seized on the loyalists' warning to urge the IRA to reinstate its ceasefire. "No single thing would do more at this time to restore hope and lessen division in our society," he said.

The prisoners were vital in securing a loyalist ceasefire in October 1994, a few weeks after the historic IRA move which set the peace process in train.

The Ulster Democratic party, the political wing of the Ulster Defence Association, the largest of the outlawed Protestant groups, said it was trying to persuade the paramilitaries to keep to their ceasefire.

Labour party conference: Delegates encouraged by support from EU leaders

Leader calls for 'age of achievement'

By John Kampfner
in Blackpool

Mr Tony Blair, leader of the opposition Labour party, yesterday called for an "age of achievement" with Britain as "the skill superpower of the world". He was speaking at his party's last policy-making conference before the general election which must be held by May next year at the latest.

Opinion polls consistently indicate that Labour, out of power since its defeat by the Thatcher-led Conservatives in 1979, will be victorious.

The mood among delegates at yesterday's gathering was

euphoric. They had been buoyed earlier in the day when Mr Blair received enthusiastic endorsement from the heads of three European Union governments.

In what aides to Mr John Major, the prime minister, acknowledged was a diplomatic snub, Mr Wim Kok, Dutch prime minister; Mr Franz Vranitzky, Austrian chancellor; and Mr Antonio Guterres, Portuguese prime minister, suggested Europe was waiting for a Labour victory.

Speaking in a video recording, Mr Guterres said: "We need a European Union

that cares. For that we need a British Labour government with you, Tony, as its prime minister." Each leader recited the mantra: "New Labour, New Life for Britain."

A spokesman for Mr John Major said: "The British government has always taken the view that it would never do or say anything that would interfere with another country's electoral process. Other governments and leaders of political parties must answer for themselves."

Mr Blair's bravura performance had several audiences in mind. He wanted to persuade the British electorate

that Labour was both radical and safe. The most striking aspect of the speech was Mr Blair's commitment to a five-year covenant with the British people".

Mr Robin Cook, the Labour party's shadow foreign secretary, reinforced his party's commitment to sign the European Union's Social Chapter on workers' rights, giving a firm undertaking that a Labour government would do so. James Blits

He said it was essential for a Labour government to join by January 1, 1998 because it would also be the moment at which the UK took up the

presidency of the European Union.

To resounding applause, he said: "We will do it because Britain cannot be a leading player in Europe when it is lagging behind everyone else in Europe." He argued that, without signing up to the social chapter, British employees would continue trying to find work in other EU countries where they enjoy "more rights than if they had stayed in Britain". Mr Cook biting described the Conservative party's attitude to Europe as "crude jingoism".

Editorial Comment, Page 13

By Ross Tieman in London

A private-sector consortium has been chosen to set up and run a common training school for helicopter pilots in the Army, Royal Air Force and Royal Navy.

The contract, worth more than £400m (\$625m) over 15 years, will be four times the size of the largest contract previously awarded by the Ministry of Defence under the British government's Private Finance Initiative, which aims to attract private funds for public projects.

The preferred bidder, announced yesterday by the ministry, is FBS Limited, a partnership comprising FR Aviation (part of Cobham), SERCO and Bristow Helicopters, was rejected.

The contract with FBS is expected to be signed within weeks. Mr Nicholas Soames, the armed forces minister, said creation of the school would improve pilot training and help win taxpayers better value for money.

Over the life of the contract, transferring training to the private sector is expected to save 27m. Of that, more than £50m will be achieved by replacing old aircraft with new machines that are cheaper to operate and maintain.

The services have used 79 Gazelle and Wessex helicopters, all over 20 years old, for basic training. To undertake the same function, FBS will buy 38 Squirrel single-engined aircraft from Eurocopter - a joint venture between Aerospatiale of France and Daimler-Benz Aerospace of Germany - and nine twin-engined Bell 412EP aircraft from Bell Helicopter of Canada. Three of the Bell aircraft will be based at an RAF base in Wales to provide advanced search-and-rescue training. Graduates of the school will return to the services for operational training.

A review of basic helicopter training was launched because of the need to replace existing training aircraft, and the approaching entry into service of more modern operational helicopters such as the Westland EH101 and the McDonnell Douglas Apache attack helicopter.

According to defence officials, contracting out the operation proved cheaper than three alternative options studied, under which the services would have retained responsibility for the training.

The school will remain under the nominal charge of a military officer. In addition to training pilots for the UK armed forces, it will train about 10 pilots from other countries each year.

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Television in South Africa/Roger Matthews

Democracy - in many tongues

Focus, the South African current affairs programme, went to Libya on Monday night. Like many other journalists before, the white female reporter found it tough going. Despite having been promised unrivaled access to Colonel Muammar Gaddafi, like many before her, she was shepherded around in a group, and did not talk to anyone other than minor officials disguised as ordinary citizens. She ended up, like many before her, interviewing some of the other 200 journalists on the trip.

They provided a little balance to the report the tone of which had been set at the outset with a clip of President Nelson Mandela promising that his government would never desert its friends. (There is a standing invitation for Gaddafi to visit South Africa.) So, the viewers were told, the man described by the US as a "mad dog" was also a "charismatic leader with a vision of the future based on his pure revolution". Not only this, but the majority of Libyans had benefited enormously from Gaddafi's economic policies for uplifting the poor and suppressing the rich, a theme that goes down well in the new South Africa.

Back to the studio, the Libyan ambassador explained the problems of simultaneously looking after so many

journalists, before moving on swiftly to the crisis in Palestine. The solution was at hand, he declared. How? By following the successful South African model, of course. There should be free, democratic elections throughout the land of Palestine, including, of course, that bit which is called the Zionist entity by some, but Israel by the majority. To those without much knowledge of the Middle East it probably sounded eminently sensible.

It was almost as plausible as Jane Seymour overcoming anti-Semitism in the Wild West, the theme of the programme which immediately preceded *Focus*. *Dr Quinn, Medicine Woman*, played by Seymour, is the American West's female answer to Mandela. She is imbued with the desire to heal physical and moral ailments. So when a Jewish trader comes to town, having escaped persecution in Europe, it is left to Seymour to save him from a similar fate at the hands of her fellow citizens. "It will take time, but they will come round. They are good people

at heart". It could have been Mandela speaking. But even the world's most-loved politician would have baulked at the ending. After a moment of violence, the entire town undergoes a Demasene conversion, and the local newspaper publisher gave the Jewish trader a free subscription.

But such optimistic nonsense probably has a necessary antidote to the harsh reality of holding up a mirror to the nation, the declared policy of the revamped South African Broadcasting Corporation. Having in the last old days only broadcast nationally in Afrikaans and English, the SABC and its three channels are now trying to accommodate all 11 official languages. Some are only managing 10 minutes a day, and elsewhere questions are often posed in one language, and answered in another, with no assistance offered by way of subtitles. Television coverage of parliament shows ministers providing single word answers to unknown questions. But at least Zulu or Xhosa speakers now know where,

and at what time, to find news bulletins they can understand, although only up to a point. If they were interested in the details of South Africa's cricket victory over Pakistan they are still expected to understand English.

Sport is supposed to be South Africa's greatest force for racial reconciliation since Mandela wore a No 6 rugby shirt to encourage the national team to victory over New Zealand in the world cup final last year. Perversely, not a single non-white rugby player has since appeared for South Africa, and several cabinet members, especially Trevor Manuel, the minister of finance, once again cheer for the opposing team. But television's overall commitment to sporting coverage is undiminished. The problem for SABC, like other public broadcasters, is finding the funds to compete with pay channels, in this case M-Net. But at least it can count on the support of ministers who are

determined that big national events, especially soccer which better reflects the country's racial balance, will remain available on public broadcasting.

If that is one reflection of a national preoccupation, news and discussion programmes present a series of others. South African television can both surprise with the good humour that painful issues are sometimes discussed, and repel with the intimate coverage of the worst violence. A gangster, shot and then set alight by vigilantes in a Cape Town suburb, is shown in close-up staggering along the street till he dies. A man in a wheelchair is filmed in his Johannesburg house, looking down at the body of a burglar he shot dead. The hearings of the Truth and Reconciliation Commission, which are supposed to bind the wounds of the past by opening them to the public gaze, fill screens nightly with tales of the most appalling violence and suffering.

Democracy has freed the hands of

broadcasters in other ways. Films such as Quentin Tarantino's *Reservoir Dogs* or Oliver Stone's *National Lampoon's Vacation*, which in Britain have had problems getting released or being given a video licence, have been shown uncut on M-Net, along with a weekly offering of soft porn. But in other areas nothing has changed, the most resistant of all being the weather forecast.

Night after night, what appears to be the same satellite images of swirling clouds advance and retreat across the nation without explanation. Meanwhile a disembodied voice, reminiscent of a BBC announcer in the 1950s, intones that "maritime ails will increase off the western Cape and there will be a 20 per cent chance of precipitation on the northern coast of KwaZulu-Natal. It must be of some reassurance to those who fear too much is changing too quickly.

For others on Monday night who wanted more solid evidence of black and white harmony, it was necessary to switch across to live coverage of English soccer, and Newcastle United against Aston Villa. The most famous British carriers of those colours triumphed 4-3, and black men scored most of the goals. Which is just like it.

Theatre
Kemp's camp mime to music

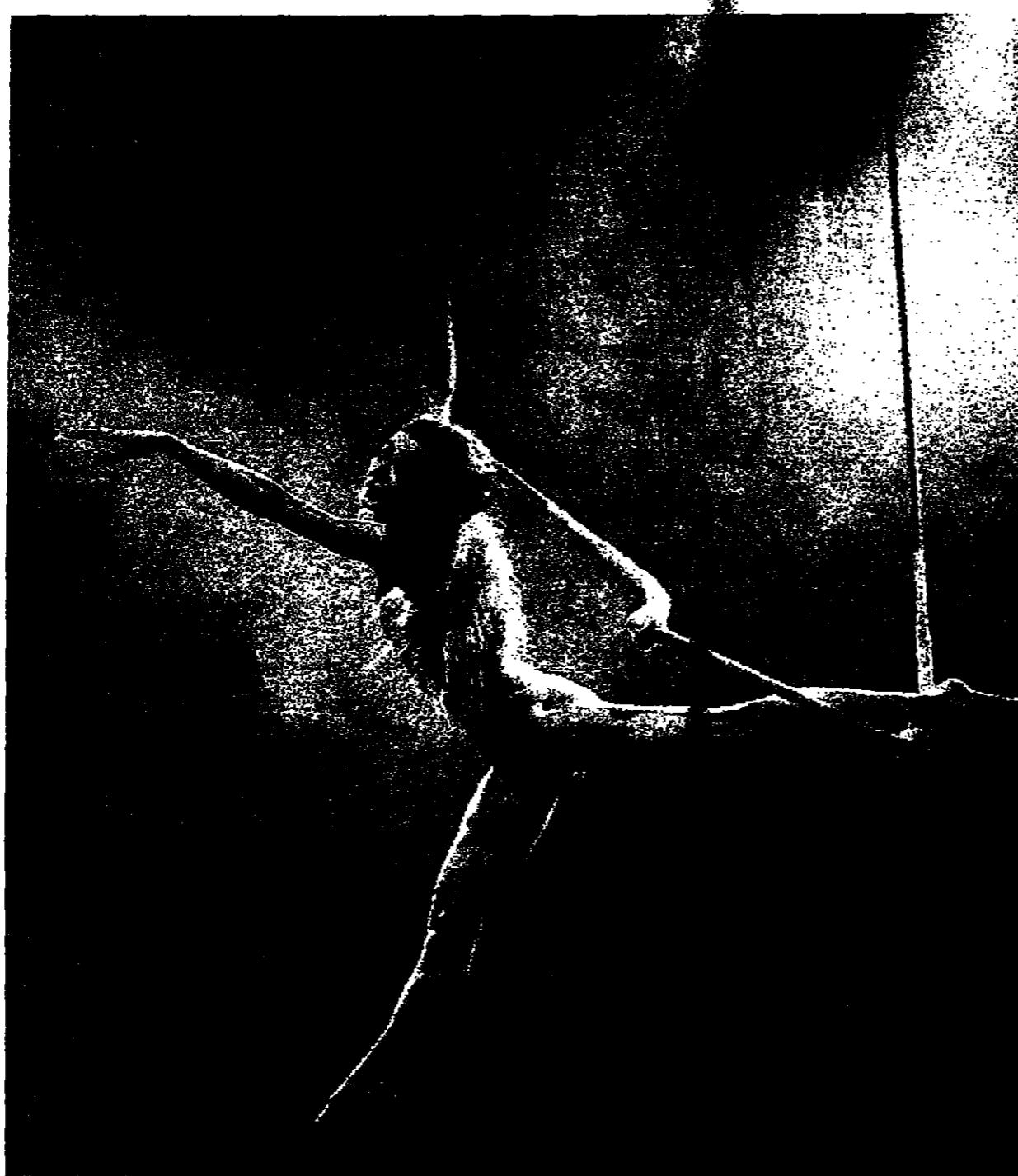
Lindsay Kemp is a law unto himself. It could be argued that he is a throwback to an age of more florid, more classical mime performance eight years removed from today's physical theatre; one might, in contrast, cite the grandiloquent campery of his work as evidence that he would have been an outsider in any period.

He has, however, been largely devoid of appreciation in his native land, outside of a sprinkling of devotees. Kemp's first UK-based show in two decades, then, was always going to be an event of sorts; and the peeling, *de trop* decor of the Hackney Empire provides the perfect surroundings for *Variété*, a work which pays equal homage to Charlie Chaplin's film *The Circus* and Georg Büchner's *Woyzeck*, whilst never letting either reference point cramp Kemp's individual style.

The story is a straightforward one: simpleton Franz Vogel (Kemp) joins a small travelling carnival show, falls in love with the deaf-mute trapeze artist Maria, loses her and murders her. This is to give nothing away, as the opening number of the musical shows Vogel on his way to the gallows, leaving the tale proper to unfold in flashback thereafter. But, as usual with Kemp, narrative is hardly the most important element.

In what is a first for him, Kemp is a more or less through-composed musical. Since the events are set in 1930s Germany, Carlos Miranda's score carries strong Expressionistic overtones, further enhanced by the shifting colour washes of Chahine Vayron's remarkable lighting designs.

This is not the most digestible kind of music; nor, with erratic acoustics, does it make for great intelligibility - Ernesto Tomasini, as



Nuria Moreno as Maria in 'Variété': for lovers of flamboyant mime-rooted spectacle Alastair Muir

the Showman's "wife" La Bella Yvette, has a remarkable voice, but not even he can get a high proportion of the words across. Those lyrics which can be heard are often defiantly simplistic, chiming repeatedly upon the same basic rhyme.

At root, also, Kemp's performance style is just not my cup of tea. Rather than showing bravery in its rejec-

tion of moderation and contemporaneity, it hints to me at an almost sclerotic dogmatism. Even during the joyous sequence in which Vogel - in flying harness and big-bird costume - sets foot for the first time on the high wire, the audience's laughter seemed tinged with indulgence. Kemp's determination to be seen as the only beggar of the production is visi-

ble when he appears to be grandly orchestrating the curtain call of his lead Nuria Moreno.

Put simply, Lindsay Kemp is an acquired taste. His dedication in pursuing his own vision over 35 years and several countries of residence deserves enormous respect and admiration, but it will not appeal to all.

Put even more simply, lov-

ers of flamboyant mime-rooted spectacle will love this flamboyant mime-rooted spectacle.

Ian Shuttleworth

At the Hackney Empire, London E8, until October 8 (0181-985-2424), then touring until December 7: Poole, York, Barnstaple, Oxford, Blackpool, Brighton.

Les Musiciens du Louvre. Soloists include Mireille Delunsch, Ewa Podles and Françoise Masset; 8pm; Oct 4

■ BRNO

CONCERT
Brno International Music Festival Tel: 425 4232 3116
● Royal Liverpool Philharmonic Orchestra, with conductor Libor Pesek, perform works by Suk, Janácek and Dvorák, as well as the Silesian Divertimento, as part of the 31st Brno International Music Festival; 8pm; Oct 3

■ BRUSSELS

EXHIBITION
Musée Communale d'objets Tel: 32-2-5119084
● De vertellingen in prent van Rodepeel Töpfer: de gehechte van het straatmuseum, exhibition devoted to the work of the illustrator and author Rodepeel Töpfer whose seven "Histoires en estampes", the first of which was drawn in 1827, are generally considered to be the forerunners of the (comic) strip; to Nov 3

■ CHANTILLY

EXHIBITION
Musée Condé Tel: 33-44-570800
● Jean-Antoine Watteau: exhibition devoted to the French artist Jean-Antoine Watteau (1684-1721) and his followers. The show features four paintings and over thirty drawings by Watteau. Other exhibits include works by such artists as Nicolas Lancret and Jean-Baptiste Pater,

representatives of the "fête galante" painting, a genre also practised by Watteau; from Oct 3 to Jan 6

■ COLOGNE

CONCERT
Kärel Philharmonie Tel: 49-21-2040820
● Gürzenich-Orchester, with conductor Jürgen Contzin, pianist Lars Vogt and the Kölner Philharmoniker perform Beethoven's Egmont Overture, Op.84 and Piano Concerto No.1 in C major, Op.15; 7pm; Oct 3

■ DRESDEN

OPERA
Sächsische Staatsoper Dresden
● Tristan und Isolde: by Wagner. Conducted by Christof Frick and performed by the Sächsische Staatsoper Dresden. Soloists include Wolfgang Schmidt, Siegfried Vogel and Luana DeVol; 4pm; Oct 3, 6

■ DUSSELDORF

CONCERT
Tonhalle Düsseldorf Tel: 49-211-8992081
● Württembergisches Kammerorchester Heilbronn: with conductor Jörg Faerber, violinist Frank Peter Zimmermann and

violinist Tabea Zimmermann perform works by Haydn, Hindemith and Mozart; 8pm; Oct 3, 4 (8pm)

■ FRANKFURT AM MAIN

CONCERT
Alte Oper Tel: 49-69-1340400
● Beethoven Quartet: perform works by Stravinsky, Schubert and Shostakovich; 8pm; Oct 3

■ EXHIBITION

Schirn Kunsthalle Tel: 49-69-2998820
● Ferdinand Hodler - Freundschaft und Kunst: retrospective exhibition featuring works by the Swiss painter Ferdinand Hodler (1853-1918), a precursor of Expressionism and member of the Sezession of Vienna. The display includes his early figurative work, his portraits and landscapes; from Oct 3 to Jan 5

■ OPERA

Städtische Bühnen Oper, Berlin
● Samson et Dalila: by Saint-Saëns. Conducted by Sylvain Cambreling and performed by the Oper Frankfurt. Soloists include Margit Neubauer, Hubert Delambey and John Bröcheler; 7.30pm; Oct 3

■ GOTHENBURG

CONCERT
Göteborgs Konserthus Tel: 46-31-7787600
● Symphony No.8: by Bruckner;

Performed by the Göteborgs Symfoniker with conductor Claus Peter Flor; 7.30pm; Oct 3, 4 (8pm)

■ MUNICH

OPERA
Nationaltheater Tel: 49-89-21851920
● Love for Three Oranges: by Prokofiev. Conducted by Michael Halasz and performed by the Bayerische Staatsoper. Soloists include Martha Knobel, Sabine Hoss and Kenneth Garrison; 7.30pm; Oct 3

■ NEW YORK

CONCERT
Avery Fisher Hall Tel: 1-212-875-5030
● New York Philharmonic: with conductor Kurt Masur and violinist Glenn Dicterow perform works by Hanson, Barber and Dvorák; 8pm; Oct 3, 4, 5
Carnegie Hall Tel: 1-212-247-7800
● Berlin Philharmonic Orchestra: with conductor Claudio Abbado and pianist Maurizio Pollini perform Brahms' Piano Concerto No.2 in B flat major, Op.83 and Symphony No.2 in D major, Op.73; 7pm; Oct 3

■ EXHIBITION

Whitney Museum of American Art Tel: 1-212-570-3600
● Nan Goldin: I'll be your Mirror: a retrospective of photographs by Nan Goldin (b. 1953), whose raw and intimate work has become a signature of the sexual and cultural urban underground of the past two decades. On view are

portraits, self-portraits, landscapes and interiors taken over 20 years in cities including New York, Boston, Berlin, Tokyo, Bangkok, and Manila; from Oct 3 to Jan 5

■ PARIS

ART & ANTIQUE FAIR
Eiffel Brandy Tel: 33-1-44 18 41 41
● FIAC: Foire Internationale d'Art Contemporain: international fair for contemporary art; Oct 2-7

■ CONCERT

Cité de la Musique Tel: 33-1-44 84 45 00
● La Petite Bande: with conductor Sigiswald Kuijken, soprano Sandrine Piau; alto Marjorie van Amher, tenor Jean-Paul Foucault, bass Harry Van der Kamp and the Chœur de l'Amphithéâtre de Namur perform Haydn's Symphony in D minor; 8pm; Oct 4

■ OPERA

Théâtre des Champs-Élysées Tel: 33-1-49 52 50 50
● Le Nozze di Figaro: by Mozart. Conducted by Jean-Claude Malgoire and performed by La Grande Ecurie et La Chambre de Roy. Soloists include Danièle Borod, Sophie Poullet, Hubert Claesens and Patrick Donnelly; 7.30pm; Oct 5

■ EXHIBITION

Whitney Museum of American Art Tel: 1-212-570-3600
● Nan Goldin: I'll be your Mirror: a retrospective of photographs by Nan Goldin (b. 1953), whose raw and intimate work has become a signature of the sexual and cultural urban underground of the past two decades. On view are

(Duckworth); Shona Mackay for *The Orchard on Fire* (Heinemann); Seamus Deane for *Reading in the Dark* (Cape); Rohinton Mistry for *A Fine Balance* (Vaher); and Graham Swift for *Last Orders* (Picador). The winner will be announced at the Guildhall, London, on October 23.

Booker short-list announced

T

he short-list for this year's Booker Prize for Fiction was announced yesterday. The six authors competing for the £20,000 prize are Margaret Atwood for *A Handful of Grace* (published by Bloomsbury); Beryl Bainbridge for *Every Man for Himself*

to

British film making. Gowrie does not want the lottery to provide revenue funding for the arts. That would give the Treasury the excuse to run down the annual grant. He wants the annual grant maintained as core funding, and lottery money employed for "evangelical work", building up the audience for the arts.

In the 18 months since the lottery started handing out money Gowrie is pleased with the way that a totally new funding structure is working, although he thinks that there has been unnecessary bureaucracy and delay in the awarding of grants. Delay by the Arts Council in handing over lottery money is as much a contributor to the crisis as frozen levels of subsidy in 1996-97. Over £450m has been allocated from the lottery to almost 300 arts organisations but less than £55m has actually been handed over.

But distribution is being speeded up, and by election time, most Conservative candidates will be able to point to arts lottery projects in their constituencies. Gowrie is sanguine about a change of government. He believes that the leaders of both parties acknowledge the role that the arts play in employment and tourism.

Gowrie does not believe the arts will get extra lottery money when the Millennium Fund is disbanded at the end of 2000, nor is he confident that the arts will still be getting lottery money in ten years' time. But he is determined to fight the arts' corner for the next decade.

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COMMENT & ANALYSIS

Ian Davidson



Chord of disunity

Just as a pianist must practise hard to become a virtuoso, EU members need to do the same to bring about reforms

A famous piano virtuoso once said there was no such thing as a difficult piece of music. Some pieces, he said, were easy, and some pieces were impossible. It was practice which made pieces migrate from the second category into the first.

It seems that much the same is true of economic and monetary union (Emu) in Europe. Six months ago it was fashionable to question whether the project could take off at all: too few countries appeared able to meet the stiff budgetary and economic criteria for membership. Even the essential participation of Germany and France was in doubt.

All of a sudden it is equally fashionable to assume that the final phase of Emu will happen, most likely on schedule at the beginning of 1999 and possibly with more than half the European Union's member states taking part.

The European Commission's pronouncements on the single currency are increasingly upbeat, not to say cocky. Spain and Italy are redoubling their efforts to cut their budget deficits in the hope of joining the monetary union in the first wave. The markets expect it to happen. Even the International Monetary Fund is adding its voice to the chorus of confidence, urging members not to be so tough on their deficits that they risk excessive deflation.

In short, Emu seems to have migrated from the category of things that are impossible to the category of things that are easy.

This is a pity for two reasons. First, Emu is still in that uncomfortable category familiar to all non-virtuoso pianists: that of things which are very difficult. It will not be made easier by admitting countries which do not really qualify.

The second problem, equally serious, lies in the stark contrast between the euphoria over monetary

union and the bleak prospects for the intergovernmental conference (IGC) on reforming and strengthening the EU. Most member states want the conference to make treaty changes to strengthen the political integration of the EU. It must also introduce more majority voting if the EU is to be able to welcome new members from eastern and central Europe. Without this, its decision-making could be paralysed by the difficulty of reaching agreement among the membership.

So far, however, nothing has been achieved since the IGC began in March because the UK government opposes any changes of significance. This is not to say that the other 14 member states share unanimity on all aspects of the conference agenda: they don't. But because the British oppose any change, negotiations have not even started.

This weekend the 15 heads of government are holding a summit in Dublin with the idea of getting the conference moving at last. France wants to give it a push so there is likely to be a Franco-German initiative (once again) to move the discussions forward.

The reality, however, is that the conference agenda will not move an inch so long as John Major's Conservative government is in power. As for the new rhetoric on Europe of Tony Blair, the Labour leader, even the most positive interpretation would still leave a future Labour government with a long way to go before it could sign up to a deal that would satisfy the other member states.

This raises three grave difficulties. First, continuing deadlock in the IGC on any significant constitutional reform will put at risk the EU's enlargement into eastern and central Europe. At the very least, enlargement negotiations would have to be held up until there was a solution to the British problem.

Second, the Germans feel they made too many concessions at Maastricht. Emu and received too little on political integration. The IGC was supposed to be the opportunity to restore the balance - so if it fails we can expect to see some sort of a crisis between Germany and its partners.

The third difficulty is that deadlock in the IGC will have the effect of concent-

rating all the political drive for further integration into the only channel which is not, and cannot be, blocked by the UK: Emu.

There are several reasons why Italy and Spain have suddenly decided to strive for budgetary rigour in an attempt to qualify for the single currency. But one reason is that monetary union is now the only part of the European project which has any chance of moving forward.

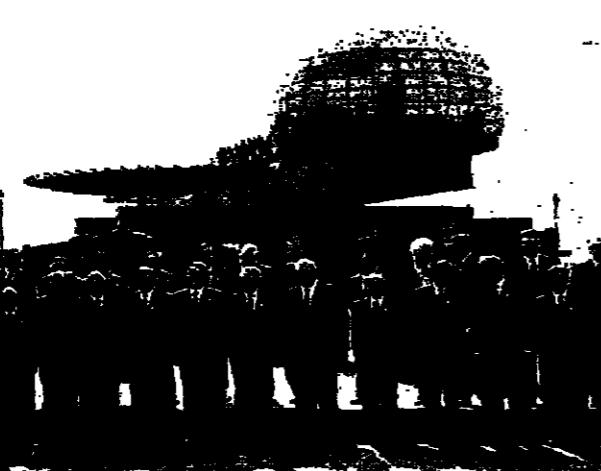
Emu will therefore be the starting point for further integration among EU member states, not just for monetary union but also for political purposes. Any member state which fails to join the single currency will thus find itself outside the political hard core.

It is not clear that Emu, as structured by the Maastricht treaty, has enough political strength and legitimacy to bear so much weight. Its strength and legitimacy will be undermined if it includes countries with economic and political systems which cannot be counted on.

Emu is being strengthened - as an afterthought - by the negotiations on German proposals for an economic stability pact to enforce fiscal discipline after monetary union. If Emu becomes the centre of a political hard core, it will need to be buttressed by broader political and democratic institutions.

The converse, however, is just as significant: because Emu allows for opt-outs for Britain and Denmark, it prepares the way for a two- or three-tier Europe. If the IGC runs out of steam, progress towards monetary union will reinforce the factors driving towards a break-up of the unitary EU.

In terms of the piano-playing analogy, such a break-up will not be easy. But if it is necessary, it will not be impossible. It just takes practice.



Standing still: the IGC has so far achieved nothing

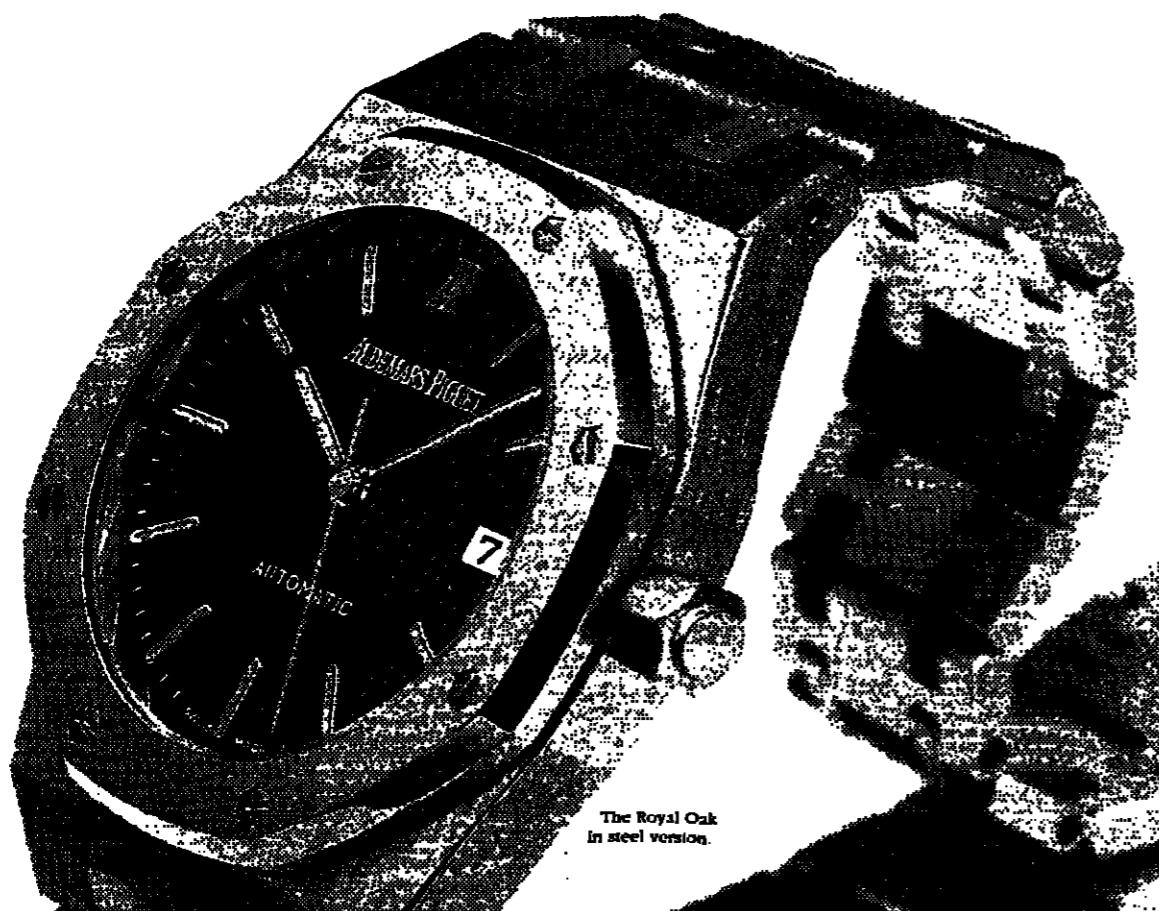
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LETTERS TO THE EDITOR

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Euro will work only if it replaces currencies

From Mr Tim Congdon

Sir, Samuel Brittan (Economic Viewpoint, September 26) claims "the euro will surely come". If his style of advocacy is the best that supporters of a single European currency can do, the message is - on the contrary - that the euro will never come.

Money serves two key functions, as a unit of account in pricing and a medium of exchange in transactions. Of course, these are related because transactions are denominated in prices, but they remain distinct. First, a unit of account is often needed as a reference point when no transaction takes place. Second, a medium of exchange must have value to

be acceptable in transactions - a unit of account is valueless in itself.

The central fallacy in the Maastricht process is the belief that announcement of a new unit of account (the euro) is equivalent to the introduction of a new currency. This is not so. A new currency has come into being only when it is also a medium of exchange. To be a medium of exchange it must also have value. In the modern world of paper fiat money, value is conferred on a currency by the legal tender laws. Mr Brittan is wrong in his statement that "legal tender is largely an archaic concept". If he does not believe me, I suggest that he offers his newspaper a 10 shilling note and four

old shillings when he next buys the Financial Times.

The difficulty with the Maastricht process is that the euro is supposed to become Europe's money on January 1 1999, but nowhere in Europe will it be legal tender at that date. Its constituents remain separate currencies and their value can fluctuate relative to each other. Fluctuations in their value then affect the value of the euro. There is simply no guarantee the exchange rates will be irrevocably fixed from January 1 1999, as the melancholy history of the exchange rate mechanism demonstrates. The euro's status as a medium of exchange in waiting is therefore uncertain and

people will be reluctant to use it. By January 1 2002 (when it is meant to become legal tender) it will almost certainly have been discredited by changes in the value of its constituents. The only way to introduce a single currency is to end the old currency's legal tender status overnight so the new legal tender currency immediately serves both unit of account and medium of exchange money functions. Until Europe's leaders understand this, the single European currency will remain a pipe-dream.

Tim Congdon,
managing director,
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25 Dowgate Hill,
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Strategy for a tax cut

From Mr Matthew Gallagher

Sir, Here are a couple of sound-bites from the world's fixed income markets.

First, at current rates of progress, Spain (within the week) and Italy (within the month) will be regarded as better credits than the UK.

Second, If the UK were to sign up wholeheartedly for Europe tomorrow, the saving on our annual interest bill would amount to close to £1bn.

Now these facts may or may not be of interest to the Chancellor, Kenneth Clarke, at the moment. But if we assume that the UK remains in Europe for a number of years, the present value of an embrace of the European ideal by the current government would be some £5bn. Enough for a face-saving pre-election tax cut perhaps?

Matthew Gallagher,
MC Asset Management,
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A dynamic UN will need strong chief

From Lord Judd of Portsea

Sir, The dispute over the future of Mr Boutros Boutros-Ghali as secretary-general of the United Nations ("A useful scapegoat", September 25) should be seen in the wider context of a fundamental debate over the role of the UN in today's world.

The challenges of the late 20th century require international co-operation. Individual governments are often powerless to act effectively against such global problems as the proliferation of conflicts, terrorism, drug-trafficking, food and water shortages.

The UN has a vital role to play at the forefront of initiatives to build alliances to maintain international peace and security.

A strong secretary-general is required to convince member states that isolationism is not the answer and that the UN is an organisation worth supporting. She/he must undoubtedly be a good administrator capable of tackling bureaucratic excess, but, most importantly, must be capable of articulating the challenges which the international community faces and eliciting the necessary financial and personnel support to help meet them.

The bottom line, however, is whether member states want the leaner, fitter more dynamic UN they profess to

want. I shall never forget the senior diplomat who, when asked by me during my time as director of Oxfam what were the criteria on which the leaders of the international community were agreed for the selection of the secretary-general, replied: "You know perfectly well. The one criterion on which they are all in agreement is that on no account should we have a strong secretary-general." It is this cynicism that must be overcome.

Frank Judd,
senior fellow,
Saferworld,
3rd floor,
33/34 Alfred Place,
London WC1E 7DP, UK

Happy to confront realities of market?

From Dr Gordon Downie

Sir, Gordon Getty tells us that he is opposed to state subsidy of the arts ("When money calls the tune", September 28/29). As the removal of such subsidy forces the arts to compete in

the market place, Mr Getty is clearly in favour of arts organisations earning the right to survive. Given his opinions, I wonder whether it is Mr Getty's intention to reconsider his position regarding inherited state subsidy.

Gordon Downie,
21 Chamberlain Road,
Cardiff CF4 2LW

Ian Hamilton Fazey on businesses that keep it in the family

Gathering of a clan



Barbara Dunn: family participation in business is falling

Many family businesses feel undervalued, misunderstood and entangled in red tape. Yet owner-managed enterprises account for more than half of all jobs and, depending on which country they are in, contribute between a half and two-thirds of gross national product.

Many are extraordinarily successful, particularly in Germany, where about 500 family businesses dominate world market niches in advanced, high-quality products. Yet many remain unrecognised and their owners worry that governments do not care much about their survival.

They are uncertain about it themselves, however. About two-thirds of family business owner-managers spend a lot of time thinking about succession, but only half have made a will detailing their intentions for the business - and only a quarter have told anyone about it far enough in advance for effective planning.

One result is that fewer than three in 10 become true family businesses by surviving into the second generation. Research by Barbara Dunn, head of the Centre for Family Enterprise at Glasgow Caledonian University, suggests that only half of these will pass into the third generation.

Dunn's centre temporarily decamped to Edinburgh last week for the seventh world conference of the Family Business Network, an association and lobby group based in Lausanne, Switzerland, within the Institute for Management Development, the independent business school and think-tank.

With 300 delegates from around the world, but mainly from Europe, it was clear that family businesses are beginning to organise themselves as a group. Globalisation of the world economy and common problems appear to be breaking down tendencies to secrecy and privacy.

Assisting this trend are increasing numbers of academics who have spotted family businesses as a fruitful area for research on how-to-do-it management and public policy deficiencies. They are beginning to intervene with a rationale that governments may find difficult to ignore.

Family businesses are sometimes their own worst

remain intact as a social unit, so are family businesses struggling for survival. Family businesses are so important and their needs are so unique that perhaps they should be treated as a sector in their own right.

Prof Lank agrees: "There could be a quid pro quo for special treatment as a sector - the ending of secrecy. In return for helping family businesses as a sector, governments could demand more professionalism and be much more active in the field of corporate governance." Greater openness to outside scrutiny would also reduce regulatory pressure and should, theoretically, cut red tape.

Mr Dunn's research has shown just how private family businesses are at the top. The average board of directors numbered three, all related to each other. Only 3 per cent had a non-family, non-executive director. Only 28 per cent recruited non-family graduates and although a similar minority sent managers for training courses were on nuts-and-bolts subjects such as information technology, quality management and financial control. No one was sent away to learn about developing human resources.

Prof Lank believes more work needs to be done, and says it is in the interest of governments to fund it.

The other crucial issue is access to capital markets, partly because of costs and compliance requirements. But more important is the reluctance of many family shareholders to surrender equity to outsiders in exchange for resources to develop their businesses.

This can inhibit growth, but the London Stock Exchange, a co-sponsor of last week's conference with the government-backed Scottish Enterprise, hopes families will realise that the new Alternative Investment Market enables finance to be raised more cheaply and easily - and without families losing overall control.

With academics in pursuit of research funds and heavyweight professional advisers in search of fees, family businesses are increasingly a market in their own right. Indeed, such allies and suppliers may do more for the visibility and recognition problem than family businesses could ever do for themselves.

مكتبة الفصل

COMMENT & ANALYSIS

The FT Interview • Romano Prodi



FINANCIAL TIMES

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Wednesday October 2 1996

Labour with a difference

Mr Tony Blair yesterday gave the speech of a man preparing for victory, but it was to a party not yet prepared for government. His conference speech represented another ambitious stride towards redefining Labour's broad ideological aims. It also filled in some detail on the measures by which a Blair government would seek to effect its goals.

Still missing is much of a clear idea of how his party would govern — the detailed structure of policies and the choices to be made between them. In that deficiency lies a danger that could dog Labour both before the general election due by May, and thereafter if it wins.

This is not to belittle Mr Blair's achievements to date. In the two years since he last addressed a Blackpool conference, he has junked many of the party's traditions, launched a powerful assault on the political centre ground, and created a commanding — perhaps unassassable — lead in the polls.

What he had not done until this week was to set out a compelling vision which could both rally the party battalions in the conference hall and reach out to a broader audience beyond.

Doubts persisted outside the party as to the depth of the conversion and the breadth of support Mr Blair could rely on. Supporters worried that he was not offering a sufficiently appetising recipe for a change of government.

Clear purpose

Yesterday's speech should allay doubts that Mr Blair is different. Some of his language was glib; some of its rhetoric swerved into bathos. But the central purpose was clear: to redefine Labour as a vehicle for aspiration and opportunity — a party for people whose "instincts are to get on in life".

That in itself would have been inconceivable two years ago; just as remarkable yesterday was the fact that the audience applauded. Old Labour may not understand its new leader, but he has managed to set the party's new blood racing. His pro-

spects should also serve as a basis for the broader centre-left consensus that Mr Blair sees as indispensable to securing power for more than one term.

The Labour leader combines hints of radicalism with a powerful vow of fiscal and economic orthodoxy. Both he and Mr Gordon Brown, the shadow chancellor, are scornful of the idea that problems can be solved by throwing a few billion extra pounds at them. Instead, they promise to reshape the entire government budget in the service of a more "decent" society.

More detail

This is where the remaining doubts creep in. For between the overarching vision and the many points of detail set out this week, there is a gap. It is visible in the lack of sharp definition of policy in important areas such as health. It is glaringly apparent in the absence of a strategy to match the leadership's warm words on Europe. It is clear from the fact that, although Mr Blair promises to spend a greater proportion of national income on education, he is reticent on which areas he will deprive of funds to achieve this.

In part this gap may reflect understandable caution about offering hostages to Tory campaigning ahead of an election that may still be eight months away. The worry is that the lack of clarity is not just on the surface: that the leadership has not begun to work out precisely how it would proceed in its crucial first year in office.

That would be a disaster not just for Labour's electoral prospects but also for Britain. Parties without a coherent strategy for government find themselves at the mercy of events. And there would be no shortage of such challenges for a new Labour government in mid-1997, from pressing decisions about European monetary union to the need to deliver on ambitious commitments such as constitutional reform. Mr Blair and his colleagues should beware lest their confidence turn into hubris that blinds them to the need to plan for government.

That in itself would have been inconceivable two years ago; just as remarkable yesterday was the fact that the audience applauded. Old Labour may not understand its new leader, but he has managed to set the party's new blood racing. His pro-

Taking stock of old debts

Landmarks ought to be celebrated — even when it has taken far too long to reach them. The main shareholders of the World Bank and the International Monetary Fund this week offered the world's most indebted countries the possibility, just the possibility, of making a fresh start. If all goes according to plan, official creditors will spend between \$5.6bn and \$7.7bn over the next decade or so on reducing very poor countries' debt burden to a level they can hope to grow out of.

It will take continued pressure — by debtor countries and their supporters — to ensure that deserving nations actually get this second chance. None of the debts owed to the multilateral institutions will be formally written off, as many aid organisations and debtor nations have long urged. But, in theory, the medium-term effects of the programme will be similar to a straight write-off. It will be up to the countries themselves to ensure that the new opportunity is put to good use.

That the chance exists at all is due in no small measure to Kenneth Clarke, the UK Chancellor. Along with some committed pressure groups, he has spent the past two years wearing down opposition to multilateral debt relief from other leading creditors. Yet it is not a complete victory. As things stand, many desperate countries could still find themselves waiting too long, for too little.

The most obvious failure relates to Mr Clarke's early proposal to sell part of the IMF's \$40bn (£25.6bn) gold reserves to finance its contribution to the plan. Luckily, Germany and Switzerland's opposition to this suggestion was not allowed to scupper the whole plan at this week's Washington meetings. Yet, in the long term, the IMF is unlikely to be able to stick to its debt reduction promises without the sale of some gold.

Commitment lacking

The danger is that the lack of formally committed funds will inhibit the IMF from implementing the initiative as quickly and

broadly as possible. Germany could avoid any blame for this by belatedly agreeing to modest gold sales when the subject is discussed again at next year's spring meetings.

Selective approach

The Paris Club of government — or bilateral — creditors has also been more niggardly than it might have been. The new promise to reduce a qualifying country's bilateral debt stock by 80 per cent sounds generous. And certainly it is an improvement on the earlier "Naples terms" reductions of 67 per cent. But the promise applies only to selected chunks of the debt stock. The actual reduction received will vary by country, and will generally be considerably smaller than the headline figure implies.

Critics of those such as Mr Clarke who want to see a faster, more generous debt-relief scheme claim that it is forgetting the importance of conditionality. On this view, it is quite bad enough to be seen to be rewarding past failure through debt reduction. The very least creditors can do is insist on a lengthy, unbroken track record of improvement before stepping in to help.

This argument has considerable force. It is in no-one's interest — least of all the countries concerned — to waste hard-won money for debt reduction on corrupt, inefficient governments. If anything, the support provided under the new plan should have more strings attached than previous support. Creditors must do all they can to ensure the money goes toward reliable anti-poverty programmes and policies that support development — not, as occurred too often in the past, to line the pockets of a few.

But the depth of the crisis facing many of these countries means there is very little time to waste. Ultimately, the new initiative will be judged by its ability to give early and generous recognition to governments that are honestly seeking a way out. The rest is up to them.

Italy's road to Maastricht

The Italian prime minister tells Robert Graham of his determination that his country should be a founder member of the single currency

The adoption of an unexpectedly rough budget by Italy's centre-left government has been dubbed by the opposition as a sudden conversion on the road to Maastricht.

In little more than two weeks, Mr Romano Prodi, the prime minister, has radically altered his ideas on participation in European monetary union. He has concluded Italy has no option but to try to comply by next year with the strict criteria of economic convergence laid down in the Maastricht treaty for membership of the single European currency.

The change of heart was formalised in the 1997 budget, unveiled last Friday. It involves a reduction in the fiscal deficit almost twice as big as anticipated, designed to bring it down to the Maastricht target of 3 per cent of gross domestic product by the end of next year — the qualifying date for membership of the single currency.

"The budget is remarkably tough," says Mr Prodi, relishing the fact that the government has dared to reduce the fiscal deficit by more than the target set earlier in the year. "If we do all this, it will be impossible to leave Italy out of monetary union."

The prime minister, who took office in May at the head of Italy's first centre-left administration, backs up the point: "This is a country which has begun to make serious adjustments. The deficit as a proportion of GDP has come down since the early 1990s from 10 per cent to a 4.5 per cent currently. We are aiming for 3 per cent. In addition we are running an exceptional primary surplus [the balance of receipts and expenditures before interest payments] which is 3.5 per cent of GDP."

Mr Prodi used to feel it would

not be a "tragedy" if Italy were a bit late in meeting the Maastricht criteria. But the government clearly became alarmed at the prospect of being left behind in the scramble to comply with the targets for monetary union.

The 57-year-old premier insists with the authority of a trained economist: "I always had in mind the possibility of a more ambitious budget to meet the Maastricht criteria; but I was ready to do this only when I felt the whole country was behind the idea."

He is sufficiently confident of popular backing for Italy to be a full European partner that a fifth of the fiscal adjustment in the 1997 budget is a special income tax called the "pro-Euro tax".

He seems remarkably sanguine that this one-off European poll will not backfire and laughs when asked what happens if people want their money back should Italy fail to qualify.

But when did he realise Italy would not be able to bend the rules to slip into the monetary union? "The change occurred after the summer when I saw that other countries were making a serious effort to address their budget deficits... I realised Italy could not miss the appointment with Europe."

This change was first hinted at in letters sent in early September to Mr Jacques Chirac, the French president, and Mr Helmut Kohl, the German chancellor. But Mr Prodi acknowledges that a significant contributory factor was his meeting in Valencia last month with Mr Jose Maria Aznar, the Spanish premier.

In an interview with the FT on Monday, Mr Aznar said Mr Prodi attempted — unsuccessfully — to draw the Spanish into a "Mediterranean alliance" which would demand a more flexible interpretation of the Maastricht rules. The Italian premier rejects this account, but says: "Valencia was

very important as I wanted to know what Aznar had in mind. The meeting was useful for our decision."

Whatever went on in Valencia, it is now certain that Italy and Spain intend to do the maximum to ensure they participate in the creation of the single currency.

That would leave the UK as the only large EU country still undecided.

"I have always believed the City of London would not miss the opportunities created by monetary union," Mr Prodi observes. "When it comes to the time, the UK will think twice before missing the boat."

The Italian prime minister has had no previous experience of political office. But he has twice headed Italtel, Italy's giant state holding company, and is well aware of the problems of dealing with the two leading EU governments of France and Germany. He knows it will be hard to convince them of Italy's credibility and establish the right exchange rate for the lira to re-enter the European Exchange Rate Mechanism.

The French have been the most outspoken in attacking the potential threat posed by Italy's deviated lira. But the country's powerful industrial lobby will be equally anxious to ensure that the exchange rate at which the re-entering the ERM does not damage Italy's competitiveness.

Mr Prodi argues that the credibility of public finances is not just an Italian issue. He is searching about some of the ways France has adopted to reduce its budget deficit to meet the Maastricht targets. "If others carry out window-dressing we can do the same," he says. "If no one does then we won't."

In an interview with the FT on Monday, Mr Aznar said Mr Prodi attempted — unsuccessfully — to draw the Spanish into a "Mediterranean alliance" which would demand a more flexible interpretation of the Maastricht rules. The Italian premier rejects this account, but says: "Valencia was

very important as I wanted to know what Aznar had in mind. The meeting was useful for our decision."

Whatever went on in Valencia, it is now certain that Italy and Spain intend to do the maximum to ensure they participate in the creation of the single currency.

That would leave the UK as the only large EU country still undecided.

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mentary majority. "They can only blackmail to a limited extent," the prime minister says. "Bertinotti knows where to stop and he doesn't want to bring down the government."

These comments suggest the budget — with its emphasis upon risking wealthy Italians shoulder the main burden of sacrifice — has led to closer ties between Mr Prodi and Mr Bertinotti. The understanding with Mr Bertinotti provides the government with greater stability in the short term.

But in the long term, it allows the opposition to accuse the government of having abandoned the centre ground for the left and of having betrayed one of its most important electoral pledges, not to raise taxes. It could also complicate Mr Prodi's complex relationship with Mr Massimo D'Alema, the leader of the Party of the Democratic Left (PDS), the reformed communists who are dominant in the Olive Tree alliance.

Mr Prodi has no party base of his own and was chosen as prime minister only because the left feared the country was still not ready to accept a former communist such as Mr D'Alema — even though he expresses social democratic views. The situation is anomalous," Mr Prodi admits. He also concedes he and Mr D'Alema do not always see eye to eye.

But undoubtedly Mr Prodi feels he has strengthened his position as a result of the budget and he talks like someone set for a full five-year term. "There is no alternative to the present government," he says. "We have to respect that."

Such caution reflects Mr Prodi's background close to the left of the old Christian Democratic party and his desire not to provoke a destabilising confrontation over cuts in the welfare state. "There is no need for consensus on social issues," he says. He wants to avoid the kind of conflict that has erupted in France where efforts to curb welfare spending have sparked strikes and unrest.

His opponents claim such caution is pro-Italians and pride that colours much of his conversation. "Slowly, and with some slips, Italy is acquiring a government able to govern — and that is new."

Financial Times

100 years ago

Strike in France
Just now they are very much concerned in France about the strike that is being carried on by the weavers of Lyons. These good weavers are more or less permeated with the vice of Socialism, and in pursuance of their principles they demand wages which the masters protest will ruin the industry. That is the way with masters, of course, all over the world; still, they may be right in this instance. The strikers are taking an amazingly high hand. In fact, to quote a Paris journal, "They will win authority to the Municipality of Lyons and demand the ruin of the manufacturers by imposing upon them the payment of enormous salaries."

50 years ago

Shortage of Fats
The U.S. Department of Agriculture reports that certain factors restricting production may prevent the world fats and oils output reaching the 1938-39 level for three years or more. Because of political unrest, years may be required for the restoration of normal production of Manchurian soybean beans and Sumatra palm-oil. Antarctic whale oil production has been limited by international agreement, the Department said.

• OBSERVER •

Integrate thyself

Kazuo Inamori is breaking the mould again. The founder and chairman of Kyocera, the Kyoto-based producer of around 70 per cent of the world's integrated circuit ceramic packages, hopes to retreat from worldly affairs after his 85th birthday in January. He plans to shave his head and become a Zen Buddhist monk.

Most Japanese executives tired of the commercial hurly-burly opt for enlightenment on the golf course.

But Inamori has long harboured religious feelings, more so since relinquishing full time management four years ago. Always ready to defy the conventional, his career kicked off in iconoclastic style: he and seven colleagues broke away from a Kyoto ceramics company 37 years ago, to found what is now Kyocera.

Since then he's pursued business with a philosophical fervour, believing there is more to corporate success than mere profit. He finds the pursuit of money for its own sake futile: "Money has legs and if you try to catch it, it will run away."

So Inamori yesterday told a startled press conference that he plans to study asceticism at Eiheiji, an 8th century

temple in the leafy hills just outside Kyoto, the religious and cultural heart of Japan. He was told by a monk there that now is a good time to begin.

If the Kyocera chairman follows the normal regime for novices, he will rise in the small hours for zazen, or meditation, then sweep the rooms or clean the garden. Eiheiji will expect him to spend much of the rest of the day standing in the street, under a straw hat, holding out a begging bowl for alms. Perhaps not such a radical change from attending shareholders' meetings after all.

Rifkind sees red

FINANCIAL TIMES

COMPANIES & MARKETS

Wednesday October 2 1996

The MALT

IN BRIEF

Aker and RGI revive merger

Aker and RGI, the Norwegian industrial groups, announced a merger to create one of the country's biggest listed companies - just 24 hours after saying talks had broken down. Mr Kjell Magnar Røkke, the founder and main shareholder in RGI will personally hold a 38 per cent stake in Aker RGI, which will have turnover of Nkr19bn (\$2.9bn) and a projected market capitalisation of Nkr3.5bn. Page 16: Lex, Page 14

SAB to consider Tractebel merger
Société Générale de Belgique, Belgium's largest holding company, said it would consider merging Tractebel, the energy and engineering group of which it took full control this week, with its subsidiary Powerfin. The group also reported an increase in first-half net profits from BFr6.34bn to BFr6.72bn (\$2.4bn). Page 16

Strong demand lifts Valmet 60%
Buyout global demand for paper-making machinery pushed up profits 60 per cent to FIM615m (\$155m) at Finland's Valmet, one of the world's top forestry industry machine makers, in the first eight months of the year. Page 17

Wells Fargo 'most profitable bank'
Wells Fargo, the California retail bank, was the most profitable bank in the world last year after adjusting for different inflation rates and ratios of capital to assets, according to a study by IBCA, the European bank rating agency. Page 18

IT groups' move bolsters GSM standard
An initiative involving 12 leading information technology companies - including International Business Machines, Intel, Microsoft and Compaq - to improve communications between personal computers and mobile phones looks set to confirm the European standard for mobile digital telephony, GSM, as the worldwide standard. Page 18

Coles Myer dips 33% in year
Coles Myer, Australia's biggest retailer and the focus of an institutional battle over corporate governance standards last year, announced a 33.8 per cent fall in full-year after-tax profits from A\$423.4m to A\$280.4m (US\$221.9m). Page 20

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|-------------------------------------|--------|--------|----------------|--------|---------|
| Rides | 1270 | + 33 | Daimler | 3789 | + 84 |
| Reckitt | 67.48 | + 1.08 | Daihatsu | 1340 | + 21 |
| Heinz | 179 | + 5.5 | Deutsche | 438 | + 12.8 |
| SEZ Carbo | 181.7 | + 3.7 | Elf Atochem | 785 | - 15 |
| Willys | 495 | + 17 | Elf Atochem | 1248 | + 21 |
| Willys | 1002 | - 18 | Adi Corp | 378 | + 21 |
| Reckitt | 13% | + 1% | Color Bank | 880 | + 30 |
| Deutsche | 13% | + 1% | Kofo Mef | 802 | + 27 |
| Lehr | 94% | + 1% | Mitsui Diesel | 588 | + 34 |
| World Corp | 23% | + 1% | Orient Corp | 680 | + 21 |
| Willys | 32 | - 3% | Syntex | 2080 | + 60 |
| Borsig | 357 | - 216 | Reckitt | 1000 | + 10 |
| Venor | 29% | - 3% | Deutsche | 0.65 | + 0.175 |
| Colgate | 66% | + 57 | Oriental Press | 3.925 | + 0 |
| Parfums | 105% | + 14 | Star Express | 1.80 | + 0.35 |
| Lloyd Thompson | 122 | + 12% | Postel | 716 | + 10 |
| Willys | 12 | - 4 | HK Macau | 3.675 | + 0.175 |
| Carrefour | 271 | - 71% | SCMP (Hk) | 5.55 | - 0.20 |
| Core Gold | 271 | - 71% | Telephone Bid | 27.90 | - 0.25 |
| Parfums | 40% | - 74% | RAKOKOK (Hk) | 1.15 | - 0.25 |
| TORONTO (cont) | | | | | |
| Rides | 3700 | + 3.00 | Deutsche | 32.00 | + 3.00 |
| Other firms | 140.90 | + 2.35 | Dynasty Corp. | 46.00 | + 4.00 |
| Deutsche | 17.00 | + 1.50 | Union Player | 20.75 | + 1.75 |
| Willys | 1.50 | - 0.75 | Postel | 81.50 | - 5.00 |
| Alcatel Tel | 21.00 | - 1.50 | Action Mather | 104.00 | - 6.00 |
| Dover Inds | 16.25 | - 0.75 | Novellus Int | | |
| Scotiabank | 34.75 | - 1.12 | | | |
| PARIS (cont) | | | | | |
| Rides | 656 | + 18 | | | |
| New York & Toronto prices at 12.30. | | | | | |

SA Breweries expands in Poland

By Christopher Bobinski
in Warsaw and Roderick Oram
in London

South African Breweries, which will price a \$300m international equity issue on Friday, yesterday became the world's fourth-largest brewer when it acquired control of Tychy, one of Poland's largest producers.

It overtook Brahma of Brazil, but with about 380m hectolitres of annual capacity it lags behind Anheuser-Busch of the US with 107m hectolitres, Heineken of the Netherlands at 64m, and Miller, a Philip Morris subsidiary, with 54m.

With its partner, Euro Agro Centrum, a local food processing company, SAB will have 20 per cent of the Polish market through Tychy and the Lech brewery in Poznan, which they already own. SAB is the largest brewer in Hungary, and two imminent deals will make it the leader in Romania.

SAB, which has a virtual monopoly of its domestic market, only began to expand outside southern Africa in 1993. It has focused on eastern Europe and China, while also pushing north in Africa. In its fiscal year ended March 1996, it produced 24.6m hectolitres of beer in South Africa and 11.4m

abroad. Half the proceeds from the \$300m share issue will fund expansion in eastern Europe; a quarter will be spent in China; and the balance in Africa, excluding its home market.

The issue is the first for cash in SAB's 101 years. Previously, shares were issued only for acquisitions.

"The South African market is a massive cash cow and growing at about 4 or 5 per cent a year," one London analyst said. SAB's developing world expertise is also a benefit in its international expansion.

SAB's beer profits have risen

from R533m in fiscal 1992 to R1.18bn (\$259m) in fiscal 1996, of which R1bn were from South Africa. The group, which also has retailing, hotel and manufacturing interests, achieved a 29.8 per cent return on capital last year.

Shares in SAB, the largest consumer goods company in emerging market indices, are already traded in Johannesburg and London. Investors are offered the option of new shares or American Depository Receipts, paper offered in lieu of underlying shares. Robert Fleming is the bookrunner for the deal, and Cazenove and SBC Warburg are the brokers.

In their latest Polish deal, SAB and EAC have agreed to pay \$75m for a 52 per cent stake in the Tychy brewery, with the state retaining 33 per cent and 15 per cent going to employees.

SAB and EAC have said they will invest \$1.52m in Tychy over the next five years. Of this, \$26m will be spent in the next 12 months.

The group's purchase of Tychy, which reported a 30.1m zloty (\$10.7m) net profit last year on sales of 226.6m zloty, gives SAB a strong position in the industrial district of Silesia, which has a tradition of beer consumption.

Bond issuance reaches \$509bn

By Conner Middelmann
in London

The volume of new issues of international bonds has reached a record level already this year, with issuers taking advantage of relatively low interest rates and greater stability on financial markets.

Figures for the first nine months of 1996 released yesterday by Capital Data Bondware, a London capital markets data base, show that borrowers have raised \$509bn in new bonds, compared with \$464.6bn for all of 1995, itself a record year. Many have already pre-funded their borrowing requirements for the whole year.

"Buoyant underlying government bond markets, the non-inflationary environment and stable currencies have spurred strong demand for bonds," said Mr Eden Riche, a syndicate manager at Morgan Stanley, the US investment bank.

Heavy buying by institutional investors has led to sharp price rises in the secondary markets. The resulting fall in interest rates - or yields - has encouraged many less creditworthy borrowers to tap the markets.

Borrowers from the emerging markets of Latin America and eastern Europe have been particularly active, and have been able to issue longer-dated debt. Mexico and the Philippines, for example, have issued 20-year bonds in recent months.

"Many investors are now buying lower-rated credits than they used to, to boost their overall returns," said a dealer from a European bank.

Investors have also snapped up so-called "asset-backed" securities - bonds secured against underlying assets, such as bank loans - which also offer higher returns than more conventional paper.

According to Capital Data, considered an authoritative source in the bond market, about \$65bn in ABSs have been issued so far this year, up from \$37.6bn in all of 1995. In addition, issuance has been buoyed by the high volume of redemptions. In the dollar sector alone, some \$15bn of bonds are due to mature this year, compared with \$89bn last year. International capital markets, Page 22

BBV acquires 30% holding in Argentine bank

By David White in Madrid and David Pilling in Buenos Aires

Banco Francés' shares at \$29, is awaiting approval by the relevant authorities in Argentina, Spain and the US, where both banks' shares are listed.

Ms Ashley Farrar, a Buenos Aires-based analyst at ING Barings, said BBV had achieved an exceptional deal. If the \$29 price tag was confirmed, this represented a premium of only 6 per cent over Monday night's closing price, less than half the premium paid in other recent purchases of Latin American banks.

BBV specialises in consumer retailing and has a strong capital base, said Mr Daniel Tassan-Din, head of research at Deutsche Morgan Grenfell in Buenos Aires. "This should give Francés the know-how to be more aggressive in taking market share away from other retail banks."

Francés was traditionally a corporate bank

COMPANIES AND FINANCE: EUROPE

Aker and RGI say merger will go ahead

By Hugh Carnegie in Stockholm

Norwegian industrial groups Aker and RGI said yesterday they would merge to create one of the country's biggest listed companies - just 24 hours after declaring that merger talks had broken down.

In a rapid change of heart, the two companies said they had agreed to form a new group called Aker RGI, which will have a wide range of interests including offshore engineering, fishing and fish processing, cement, shipbuilding, materials handling, sportsware and sports equipment.

The merger marks the increasing prominence of Mr Kjell Inge Røkke,

the founder and main shareholder of RGI who will personally hold a 33 per cent stake in Aker RGI.

The new group will have turnover of Nkr19bn (\$2.92bn) and a projected market capitalisation of Nkr8bn. It will rank in Norway's top five listed companies, after Norsk Hydro, Kvaerner and Orkla.

A deal was struck just before midnight on Monday after a compromise over a disagreement on price that had delayed earlier talks.

Alfred Berg, Aker's advisers, and Orkla Finance, RGI's advisers, brought the two sides together in a final attempt to reach a deal before the end of September. If they had failed this time, they could not

under Norwegian rules have based a further agreement on their first-half accounts, but would have had to wait for third-quarter figures.

Under the agreement, the merger will be carried out through the purchase by Aker of 2.15 RGI shares for every one Aker share. RGI had originally demanded a ratio of 2 RGI shares for every Aker share, while Aker demanded 2.3 for each of its shares.

Shares of RGI, which is registered in the Dutch Antilles and was only listed in Oslo in July, fell Nkr5.00 yesterday to close at Nkr6.1. Aker A-shares fell Nkr0.50 to end at Nkr13.50.

Technically, Aker is buying RGI

in practice, however, the deal completes a takeover of Aker which began when RGI first bought into Aker in February. RGI subsequently built up a 30 per cent stake, with options on a further 10 per cent.

RGI, or Resource Group International, is the vehicle through which Mr Røkke has become one of Norway's most notable young entrepreneurs.

Aker RGI will hold a 61 per cent stake in Norway Seafoods, the world's largest catcher and processor of white fish. Other core interests will be an 80 per cent stake in Aker Maritime, the offshore engineering group, and a one-third

holding in Scancem, the Nordic cement group. It is not clear what Aker RGI will do with its other interests.

The new group will be chaired by Mr Bjørn Rune Gjelsten, Mr Røkke's chief partner in RGI. A chief executive has yet to be named. The current Aker chief executive, Mr Tom Ruud, is due to leave his post at the end of this month after being forced to quit over an earlier disagreement about strategy.

Mr Gjelsten said that Aker RGI would have substantial investment capacity, both in the Nordic region and on a European scale.

Lex, Page 14

SGB considers merger of Tractebel, Powerfin

By Neil Buckley in Brussels

Société Générale de Belgique, Belgium's largest holding company, said it would consider merging Tractebel, the energy and engineering group of which it took full control this week, with Powerfin, a subsidiary of SGB.

The group also reported an increase in first-half net profits from BFr6.34bn to BFr6.72bn (\$210m), in spite of what it called difficult economic climate in Europe.

Viscount Etienne Davignon, SGB chairman, said the group had this week completed the BFr14.5bn acquisition from Groupe Bruxelles Lambert, the holding company, and Royale Belge, the insurance group, of a further 25 per cent of Tractebel. The

acquisition took SGB's total stake to 65 per cent.

He also said SGB would consider merging the operations of Tractebel with Powerfin, its 60 per cent-owned subsidiary which is a vehicle for Tractebel's holding in Electrabel, Belgium's biggest electricity generator, and for its international expansion plans.

But it would take no decision until it knew the results of a share-price support exercise between October 9 and October 30, when small investors in Tractebel will be given the opportunity to sell their shares to SGB for the same BFr14.500-a-share price that SGB paid for its recent acquisition.

Viscount Davignon said SGB, which is 60 per cent owned by France's Compagnie de Suez, had a further

BFr31bn at its disposal to purchase further shares in Tractebel.

Although a merger of Tractebel and Powerfin would mean a dilution of SGB's holding, analysts believe removal of this extra shareholding layer would be sensible. Viscount Davignon denied suggestions that the group had paid too much for its additional stake, emphasising his confidence in Tractebel's potential.

He added that the acquisition meant Tractebel now accounted for 42 per cent of SGB's portfolio, and took the share of its portfolio represented by its biggest three investments - Tractebel, Générale de Banque, and Fortis, the financial services group - to 72 per cent. This would make SGB less vulnerable to cyclical downturns.



Viscount Davignon: denied the group had paid too much for its additional Tractebel stake

All three businesses showed big increases in their contributions to SGB profits, with Fortis up from BFr997m to BFr1.21bn, Générale de Banque rising from BFr2.00bn to BFr2.30bn, and Tractebel up from BFr2.15bn to BFr2.21bn.

Contributions from the BFr301m Exceptional items rose from BFr33m to BFr407.

Viscount Davignon said the group would not be forced to cut the dividend this year, in spite of the size of its investment in Tractebel.

World book market 'faces further consolidation'

Leading publishers

By Alice Rawsthorn

| Publisher | 1995 | 1996 |
|-------------------|-------|-------|
| Warner Books | 3,722 | 3,800 |
| Simon & Schuster | 2,100 | 2,150 |
| Pearson | 1,748 | 1,750 |
| HarperCollins | 1,650 | 1,650 |
| Planeta | 1,564 | 1,564 |
| HarperCollins | 1,564 | 1,564 |
| Feed Books | 1,111 | 1,111 |
| Harcourt | 1,080 | 1,080 |
| Harcourt | 711 | 711 |
| Doring Kindersley | 220 | 220 |
| Warner Books | 180 | 180 |

The world's second largest book publisher with sales of \$3.72bn, followed by Simon & Schuster, part of Viacom, with \$2.17bn and Pearson (owner of the Financial Times) with \$1.75bn.

Big publishers have steadily increased their global market share during the 1990s. Euromonitor identifies the most highly consolidated markets as Spain, France and Germany, where the three largest publishers command at least 50 per cent of total book sales.

In the US - the world's largest market, worth \$25.49bn at retail last year - the "big three" accounted for

21 per cent of sales, with the 20 largest companies commanding 50 per cent.

Euromonitor expects the large groups to continue to gain market share in the late 1990s, with total book sales also expected to increase.

Retail sales rose 24 per cent from 1991 to 1995, and showed 8 per cent growth last year, largely because of price increases fuelled by higher paper prices. The global book market is expected to grow 10.6 per cent to \$30.26bn at retail in 2000.

Central Europe will be the fastest growing region, with sales set to increase 19 per cent - to \$1.57bn - by 2000.

The Americas will show growth of 15.9 per cent, to \$37bn, over the same period, largely because of a steep increase in Latin American sales.

However, Euromonitor warns that book publishers face a tough task in raising profitability, particularly in mass market fiction, where average margins have slipped below 10 per cent, against 20 per cent for educational non-fiction.

It also cautions that book publishers will no longer be able to sustain their traditional practice of depending on 10 per cent of titles for profit, with 90 per cent barely breaking even.

Winterthur advances to SFr248m

By William Hall

in Zurich

Winterthur Group, the Swiss insurer, yesterday reported first-half net income up by almost a quarter, to SFr248m (\$197.8m), and said it expected double-digit earnings growth for the full year.

Last year, it raised its net profits by 15.1 per cent to SFr192m.

Winterthur is the third leading Swiss insurer to release its first-half results over the last week, and its profit growth falls midway between that of Zurich Insurance (which raised its net income by a third, to SFr576.4m) and Baliose (which increased its profits by 14 per cent to SFr105m).

In common with the other insurers, Winterthur's

performance was lifted by a strong rise in investment income reflecting the buoyancy of world stock markets.

Winterthur's gross premiums rose by 17 per cent to SFr143bn.

In non-life insurance the 22 per cent increase, to SFr4.4bn, was chiefly due to acquisitions made in the previous year.

The 11 per cent rise in life assurance premiums, to SFr5.9bn, reflected strong organic growth in Switzerland and some other European markets.

The group's investments have risen by 16 per cent to SFr78.3bn and shareholder equity after minorities rose by 14 per cent to SFr4.4bn.

The group has continued to pursue its co-operation

agreement with CS Holding, the second biggest Swiss bank.

Since mid-year, the employee benefits divisions of Winterthur Life and CS, have been combined into Winterthur-Columba, which is now the leading provider of employee benefits in Switzerland.

Winterthur is the latest Swiss insurer to publish much fuller financial information at the halfway stage.

It has released consolidated half-year figures for the first time, but has not published complete comparable figures for 1995 because of the costs involved.

However, it disclosed that while its claims ratio on its non-life business rose from

73.3 per cent to 73.7 per cent, the expense ratios on both its life and non-life businesses fell.

Winterthur's decision to make a much fuller disclosure of its results at the halfway stage is part of a general move towards greater disclosure by Swiss insurers.

In the past, most Swiss insurers have limited their half-year statements to general comments about premium growth and have not released profit figures until the year-end.

However, there are still exceptions.

Swiss Re, the biggest Swiss insurer, which does not publish interim profit figures, has not even released its 1995 annual report yet.

HOENIG GROUP INC.

is pleased to announce that

DR. ROBERT J. BARBERA

has joined

HOENIG & CO., INC.

as
Executive Vice President
and
Chief Economist

Hoenig & Co., Inc. • Axc-Houghton Associates, Inc.
Hoenig & Company Limited • Hoenig (Far East) Limited
New York • Rye Brook • Benson • London • Hong Kong • Tokyo

DIVIDEND NOTICE

PLACER DOME INC.

Notice is hereby given that a regular quarterly dividend, being Dividend No. 38 of seven and one-half cents (7 1/4) U.S. per Common Share, has been declared payable on December 16, 1996 to shareholders of record at the close of business on November 15, 1996.

Shareholders with addresses in Canada will be paid the equivalent amount in Canadian currency, converted at an exchange rate in effect as at the record date.

BY ORDER OF THE BOARD
Sandy Mackay-Smith
Vice-President,
Secretary and
General Counsel

September 18, 1996

NOTICE TO THE HOLDERS OF MARUI CO., LTD.

(the "Company") U.S.\$100,000,000 3 1/2% per cent, Convertible Bonds 1999 (the "Bonds")

Pursuant to Condition 5(c)(ii) of Terms and Conditions of the Bonds, notice is hereby given as follows:

In accordance with the resolutions of the Board of Directors of the Company adopted at its meeting held on 9th September, 1996, the Company issued Yen 40,000,000,000 convertible bonds due 2012 on 24th September, 1996, which initial conversion price is Yen 2,153 per share.

As a result of the above issue, the Conversion Price of the Bonds (as defined in the Bond Deed dated 9th July, 1994 constituting the Bonds) has also been adjusted in accordance with Condition 5(C)(iv) of the Terms and Conditions of the Bonds as set forth below:

Conversion Price before adjustment: Yen 1,024.50
Conversion Price after adjustment: Yen 1,022.40
Effective date of adjustment: 24th September, 1996, Japan time.

October 2, 1996 Citibank, N.A., as Principal Paying Agent on behalf of Marui Co., Ltd.

CITIBANK

BANQUE NATIONALE DE PARIS

Progresses for the issuance of Bonds

GBP 20,000,000

Floating Rate Notes due 27/3/1997

Series 33 Transfer 1

Notice is hereby given that the rate of interest for the period from September 30th, 1996 to March 27th, 1997 has been fixed at 5.85913 per cent for the first period.

Notice is hereby given that the rate of interest for the period from March 27th, 1997 to September 30th, 1996 has been fixed at 5.85913 per cent for the second period.

Notice is hereby given that the rate of interest for the period from September 30th, 1996 to March 27th, 1997 has been fixed at 5.85913 per cent for the third period.

Notice is hereby given that the rate of interest for the period from March 27th, 1997 to September 30th, 1996 has been fixed at 5.85913 per cent for the fourth period.

Notice is hereby given that the rate of interest for the period from September 30th, 1996 to March 27th, 1997 has been fixed at 5.85913 per cent for the fifth period.

Notice is hereby given that the rate of interest for the period from March 27th, 1997 to September 30th, 1996 has been fixed at 5.85913 per cent for the sixth period.

Notice is hereby given that the rate of interest for the period from September 30th, 1996 to March 27th, 1997 has been fixed at 5.85913 per cent for the seventh period.

Notice is hereby given that the rate of interest for the period from March 27th, 1997 to September 30th, 1996 has been fixed at 5.85913 per cent for the eighth period.

Notice is hereby given that the rate of interest for the period from September 30th, 1996 to March 27th, 1997 has been fixed at 5.85913 per cent for the ninth period.

Notice is hereby given that the rate of interest for the period from March 27th, 1997 to September 30th, 1996 has been fixed at 5.85913 per cent for the tenth period.

Notice is hereby given that the rate of interest for the period from September 30th, 199

COMPANIES AND FINANCE: EUROPE

CIC ahead 61% at halfway stage**digest**
res up on
lement

CIC's growth in Paris

CIC, the French banking group currently being privatised, yesterday shrugged off the gloom in the sector when it reported net income up 61 per cent to FF14.5bn (£1.5bn) for the first six months of the year.

Mr Bernard Yoncourt, CEO chairman, said GAN, the state-owned insurer which controls the bank, had decided to increase CIC's book value to FF14.5bn, giving some indication of the

potential value of bids for CIC.

Mr Yoncourt would not comment on the partial sell-off, which is reaching a critical stage as potential bidders examine the financial details of the bank.

However, he reiterated that the government, GAN and CIC itself were placing strong emphasis on the need for a buyer who would respect its structure as a "group of decentralised banks with regional identities across the country."

He added that he would expect a purchaser to respect the spirit of the FF2bn in venture capital investments made across the CIC group in small, regional businesses.

In spite of complaints from many of France's largest banks that distortions of competition make the domestic market unprofitable, CIC reported banking revenues up 5 per cent to FF18.5bn.

One-third of that figure now comes from commis-

sions, including FF245m in the first half from the sale of GAN insurance products - a partnership which must be maintained under the terms of the privatisation.

However, Mr Yoncourt

highlighted yesterday the intense competition for business in France, suggesting that most banks were not respecting the norms for house loans set down last year by the Bank of France, and were lending at below cost.

Provisions rose to 62 per

cent of the volume of doubtful loans during the period, including a FF180m charge against an FF300m loan to Eurotunnel. Provisions for doubtful property loans rose to 66 per cent.

CIC has recently combined Bonnasse, based in Marseille, with Lyonnaise de Banque into a single subsidiary, reducing the total number of regional banks in its network from 12 to 11.

Mr Yoncourt said efforts to centralise certain functions were continuing.

Valmet helped by buoyant demandBy Hugh Carnegy
in Stockholm

EUROPEAN NEWS DIGEST

Revamp set to lift Degussa earnings

Degussa, the German chemicals, precious metals and pharmaceuticals group, said yesterday it expected a structural reorganisation to help lift pre-tax profits by 50 per cent to about DM300m (£524.5m) over the next three years. Preliminary pre-tax profits for the latest year ended September 30 had improved slightly from the record DM404m last time, it said. Mr Uwe-Ernst Bufe, who took over as chairman in March, said the forecast profits increase was needed to lift Degussa's return on equity to 15 per cent after tax.

Degussa is grouping its 11 business units into three main divisions - chemical products, nutrition and health, and precious metals and the Degussa bank - each reporting to the management board. The reorganisation is aimed at decentralising management responsibilities and improving overall profitability.

Mr Bufe said the chemical products division, which has annual sales of about DM3.9bn, expected to lift its margins from 7 per cent to 10 per cent by 1998-99. The nutrition and health division, which includes the Asta Medica drugs subsidiary, aimed to increase sales by 20 per cent to DM3.5bn, resulting in a margin of between 10 per cent and 12 per cent. Results for the fiscal year are set to be released on November 19. Sarah Althaus, Frankfurt

Portucel to double output

Portucel Industrial, the Portuguese group which is Europe's biggest producer of eucalyptus pulp, plans to double the output of its 70,000ha of eucalyptus forest by 2003. The increase, from 450,000 cu m of timber a year to more than 1m cu m, is to be achieved through renewal of existing forest and the planting of genetically-improved trees. Mr Jorge Godinho, president, said this would enable Portucel to meet almost 50 per cent of its timber requirements, compared with 27 per cent today.

The group, which controls 104,000ha of forest, including pine, cork and oak as well as eucalyptus, forecasts substantially stronger performance in the second half of 1996 as international pulp prices recover from a sharp fall over the previous 12 months. The company has already increased prices three times since June, after they fell in April to less than half the level of their peak in July 1995. It suffered a net loss of Es2.5bn (£18.7m) for the first half of 1996, compared with a profit of Es3.5bn for the first six months of last year, as sales fell from Es37.1bn to Es22.8bn because of lower pulp prices. Peter Wise, Lisbon

KLM 'considers fuel levy'

KLM, the Netherlands-based airline, is considering a fuel levy on passengers to offset a sharp increase in the price of aircraft fuel, the newspaper Het Financieele Dagblad said, citing company sources. KLM is in talks with other airlines, but most members of the International Air Transport Association are against a levy on the grounds that the fuel price rise is temporary and a levy would be premature. KLM said the price of fuel had risen 30-40 per cent in recent months, noting this would raise costs by hundreds of millions of guilders. AFX News, Amsterdam

Novo Nordisk buys patents

Novo Nordisk, the Danish biotechnology group, said it was acquiring the industrial enzyme patents and technology of Showa Denko of Japan. Showa Denko had decided to withdraw from the industrial enzyme business, it said. AFX News, Copenhagen

Portuguese banks yet to prove might is right

Five groups now control 80% of assets but there is little sign of profit growth, says Peter Wise

After a spending

A £200m (\$4.4bn) on a series of acquisitions in the past 18 months, Portugal's big-spending banks must now prove to shareholders that their increases in size will produce greater profits.

A £200m purchase by Banco Português de Investimento (BPI), now in its final stages, completes a period of rapid consolidation in which five groups have gained control of more than 80 per cent of Portugal's banking assets.

Banks that were channelling all their energies into growth have now accomplished their takeovers, reduced their capital and - with some difficulty - begun to digest their acquisitions. The challenge now is profitability.

Most of the banks who made acquisitions are simply not doing enough about restructuring and cutting costs, one London analyst says. "Trading gains will make net profits look good this year, but we are not seeing the improvements in cost structures that would benefit core earnings growth."

BPI is following in the footsteps of Banco Comercial Português (BCP) and Banco Pinto e Sotto Mayor. It is a relatively small bank leaving

into the front rank by taking over a bigger competitor. Its acquisition of state-controlled Banco Fomento e Exterior (BFE) will more than double the group's assets to £8.185bn and increase its branch network from 203 to 428 branches.

As financial groups prepare for the heavy cost of adapting to a single European currency and for the challenge of a single market in financial services, Portugal's acquisitive banks risk suffocating under the weight of their own purchases if they fail to cut costs aggressively.

BPI, which is making a bigger-than-expected £300m rights issue and issuing a further £300m in non-voting preference shares to help finance the BFE acquisition, has much to prove to investors. Some analysts estimate the takeover could dilute earnings as much as 25 per cent in the next two years.

Strategically, the merger is considered an almost perfect fit. There is little overlap between the branch networks of Banco Fonsecas e Burnay (BFB) and Banco Borges e Lymão (BBL), the retail banking divisions of BPI and BFE respectively. BPI's expertise in export financing and lending to large industrial companies com-

plements BPI's focus on smaller companies and retailers.

Analysts have greater reservations about the £2.615 a share that BPI is paying. The group offered only £1.740 a share - later increased to £1.980 - when it made a surprise bid for BFE last January. After rejecting this offer, the new socialist government sought competing bids, setting a minimum price of £1.980.

BPI bid again, competing now with two other candidates. These, however, were rejected by the government before the question of price was even considered. By the time the bids were opened, the only envelope in the tray was BPI's.

S o BPI's management and shareholders had to swallow the unpleasant fact that they could have bought BFE for much less. BPI is perceived to have paid over the odds although, at 1.42 times book value, it laid out less than the average 1.8 times book value paid in comparable Portuguese bank acquisitions.

"Our offer of £2.615 a share was based on a far more rigorous examination of BFE than we were able to carry out before. We were also convinced that we

would be competing against other bids," says Mr Fernando Ulrich, vice-president of the BPI group. "Our offer in January was only an initial bid that could have been increased if other offers emerged."

If BPI has overpaid for a second-rank bank, at least it knows what it is getting. "This has not been the case with other Portuguese takeovers," one Lisbon analyst says. "The culture of banks such as BCP has been damaged by acquiring groups with holdings in non-financial operations in which BCP has no experience."

BPI also has to show it has learned from a previous acquisition. When it moved into retail banking by buying BFB in 1991, the group took longer than expected to turn the purchase round.

Although analysts praise BPI's success in improving BFB's asset quality, they had hoped for more aggressive cost-cutting.

"Five years ago we were an investment bank with a staff of 200 people taking over a retail bank with 3,500 employees and a host of problems," Mr Ulrich says. "Now we can use that experience to achieve synergies and cost rationalisation at BFE, which, unlike BFB in 1991, is already a very sound bank."

Achieving this would be the success that investors hope will confound analysts' gloomy assessments of the progress of Portuguese bank mergers. "We are hoping one of the groups will prove us wrong," a London analyst says. "But we haven't seen it happening yet."

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CITIBANK

COMPANIES AND FINANCE: THE AMERICAS

Wells Fargo 'most profitable bank', IBCA says

By John Gapper,
Banking Editor

Wells Fargo, the California retail bank, was the most profitable bank in the world last year after adjusting for different inflation rates and ratios of capital to assets, according to a new study.

The survey by IBCA, the European bank rating agency, found that Wells Fargo last year pushed into second place Hang Seng Bank, the Hong Kong part-owned by

HSBC Group, that has been leader in IBCA's annual survey over the past two years.

United Overseas Bank of Singapore was third, with Den norske Bank of Norway in fourth place.

The study shows that Asian banks outside Japan and US banks are more profitable than European counterparts, if the adjustments are taken into account.

It aims to show which banks are profitable in real terms, rather than benefiting from high infla-

tion, and adjusts all banks' return on capital to reflect a constant equity to assets ratio of 6 per cent.

The effect is to lift the apparent profitability of less highly-gearred banks, particularly those in Asia.

However, the listings are not adjusted for the effects of economic cycles on asset quality.

• European banks have started to

transliterate their heavy investment in

building a presence in the US

financial markets into improved

positions in underwriting league

tables, according to data for the first nine months of 1996, writes Tracy Corrigan in New York.

Union Bank of Switzerland and Deutsche Morgan Grenfell have both broken into the top 10 among US domestic investment grade corporate debt underwriters, with market shares of 2.7 per cent and 2.2 per cent, respectively, according to Securities Data. They jumped from 13th and 14th place in the same period last year to 9th and 10th position.

Although league table position does not reflect profitability, the tables are closely watched and can help banks win new business.

The task is even more daunting in equity underwriting. Deutsche Morgan Grenfell made it into 18th place, with a 1 per cent market share - a considerable leap from 126th for the same period last year. NatWest Markets came in at 20th place, helped by its acquisition of Gleacher, the mergers and acquisitions boutique.

Less than two weeks ago, Coca-Cola stock slipped from

recent highs after the company warned that global volume would grow at a slower than expected 6.7 per cent in the third quarter. It subsequently said it would record a \$20m gain after tax because of a favourable tax settlement with the US internal revenue service, and a further \$200m after tax in connection with transactions by its bottlers.

Yesterday Coca-Cola said it had decided to take advantage of the unusual gains by strengthening its global operations with a series of measures that would cost \$420m-\$450m after tax. These would cover a one-time reduction in concentrate inventories at its bottlers, costing \$180m-\$200m; a \$60m provision for costs incurred in implementing an information technology upgrade called Project Infinity; and provisions for previously announced structural changes at Coca-Cola Foods, costing \$180m-\$200m.

Richard Tomkins, New York

AMERICAS NEWS DIGEST

Coca-Cola shares slip on warning

Shares in Coca-Cola, the US soft drinks group, fell \$1.1 to \$4.99 in early trading yesterday after the company said it would take a series of special charges against third-quarter profits, almost offsetting some previously-announced unusual gains. The decline came in spite of the company's statement that it expected to meet its goal of 7.8 per cent growth in worldwide volume this year, with earnings per share growth in the upper teens to 20 per cent range.

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Richard Tomkins, New York

Kiwi files for Chapter 11

Kiwi International Air Lines, one of the more prominent of the low-cost carriers to have appeared in the US over the past few years, has filed for Chapter 11 bankruptcy protection after running out of cash. It blamed an accumulation of debt through the airline's first three years of operation and the crash of a ValuJet Airlines aircraft in the Florida Everglades in May, which shook confidence in low-cost airlines.

Kiwi started operating as an employee-owned airline in September 1992, but was undercapitalised and riven by disputes between its founders. This summer, Kiwi's troubles worsened when it was forced to ground four of its 15 Boeing 727 aircraft after a Federal Aviation Administration inspection found shortcomings in its pilot training and record-keeping procedures.

On Monday, Kiwi said it planned to keep operating on a reduced basis during its bankruptcy with the aim of emerging as a stronger company. The company said it was in the process of securing at least \$5m in debtor-in-possession financing in an effort to reorganise.

Richard Tomkins

Onex to buy IBM computer parts unit

International Business Machines has agreed to sell Celestica, its Toronto-based computer parts business, to a consortium led by Onex, the Canadian investment holding group. The deal is valued at about C\$750m (US\$550m).

Celestica, with 1,000 employees and annual revenues of about C\$3bn, produces computer memory devices and power systems. Most of its sales are to IBM, but it also manufactures under contract to other companies.

The company was established in 1994 as an independent business unit of IBM.

Commenting on the sale, IBM Canada said Celestica had reached a stage where independent ownership was the next logical step.

Onex, whose interests range from international airline catering to automotive parts and parking garages, said yesterday it planned to expand Celestica rapidly "so it will be better able to serve IBM and its other customers on a global scale". However, Onex plans to lower Celestica's dependence on orders from IBM.

Onex said it would invest at least C\$100m in Celestica, making it the biggest shareholder with voting control.

Other shareholders will include unidentified Canadian financial institutions and Celestica's management.

Onex is controlled by Mr Gerald Schwartz, a financier who is also a prominent fund-raiser for Canada's ruling Liberal party.

Bank of Nova Scotia will provide debt financing for the purchase as well as Celestica's future growth.

Onex said it expected the purchase to be completed within 60 days.

AP-DJ, Miami

Ivax in \$20m cost-saving plan

Ivax, the US pharmaceuticals group, expects to report a third-quarter loss of about \$35m before taking a \$12m restructuring charge into account. The company said the restructuring of its US generic pharmaceutical business included job cuts, facility consolidations, and other cost-saving measures. It will reduce costs by about \$20m.

In addition to the restructuring charge, Ivax said high inventory levels and declining prices for generic drug products would influence its third-quarter results, while a customer owing the company about \$16m filed a Chapter 11 bankruptcy petition during the third quarter.

Existing reserves of about \$6m will be increased by

about \$7m. Ivax said it expected to see "substantial improvement" in its consolidated operating results for the fourth quarter.

Daniel Green

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about \$7m. Ivax said it expected to see "substantial improvement" in its consolidated operating results for the fourth quarter.

AP-DJ, Miami

Pfizer to merge operations

Pfizer, the US pharmaceuticals group, is merging its US and overseas operations to form Pfizer Pharmaceuticals Group, which "will be managed as a single global business", said the company. The new organisation will be headed by Mr Henry McKinnell, executive vice-president of Pfizer Inc, the parent company.

Mr Robert Neimeth, currently president of the International Pharmaceuticals group, which runs the non-US business, retires at the end of the year.

Daniel Green

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AP-DJ, Miami

LEGAL NOTICES

THE INSOLVENCY ACT 1986

AM FLINT SCENERY COMPANY LIMITED

NOTICE IS HEREBY GIVEN pursuant to Section 86 of the Insolvency Act 1986 that a Meeting of Creditors will be held at the offices of Am Flint Scenery Company Limited, 186 City Road, London EC1V 2NA on 14 October 1996 at 10.00 am for the purpose of considering the Statement of Affairs mentioned in Section 102 and 103 of the Insolvency Act 1986.

Creditors wishing to vote at the meeting must take a proxy, together with a statement of their debt, to the offices of Am Flint Scenery Company Limited, 186 City Road, London EC1V 2NA not later than 12.00 hours on 11 October 1996.

A list of the names and addresses of the company's creditors will be available for inspection at the offices of Am Flint Scenery Company Limited, 186 City Road, London EC1V 2NA on 11 October 1996 between the hours of 10.00 and 16.00 hours.

Dated 26 September 1996

AM FLINT Director and Secretary

Brillanno

\$150,000,000

Floating rate notes 1997

For the period 30 September 1996 to 30 December 1996

The notes will bear interest at 6.16875% per annum.

Interest payable on the relevant interest payment date 30 December 1996 will amount to \$252.13 per \$10,000 note and \$1,521.33 per \$100,000 note.

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FT FINANCIAL TIMES

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COMPANIES AND FINANCE: ASIA-PACIFIC

Toy store revamp hits profits at Coles Myer

By Nikki Tait in Sydney

Coles Myer, Australia's biggest retailer and the focus of an institutional battle over corporate governance standards last year, yesterday announced a 33.8 per cent fall in after-tax profits, from A\$423.4m to A\$280.4m (US\$221.9m), in the year to July 28.

The sharp fall came after net extraordinary losses of A\$31.5m, wider than last time's A\$12.2m. This largely reflected a A\$43.4m charge for restructuring the loss-making World 4 Kids toy chain, which was set up to meet the entry of Toys 'R Us, the US retailer, into Australia three years ago.

However, Coles insisted yesterday it was still committed to the Australian toy and leisure market and – contrary to some speculation

– would retain the W4K brand. This would mean keeping some stand-alone W4K stores, although the brand would also operate out of Coles' Kmart stores.

However, an unspecified number of outlets within the 23-store W4K chain would be changed to house other Coles' businesses, such as Officeworks, the office equipment retail chain.

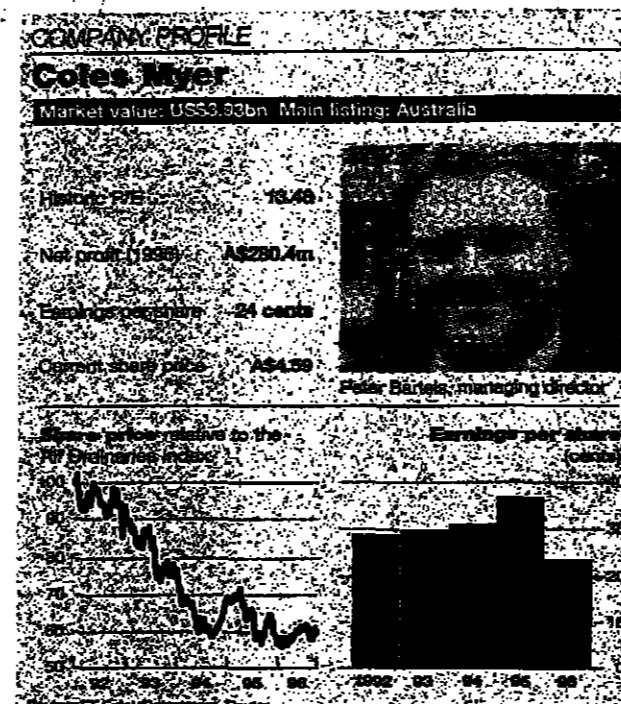
Coles' profits drop came in spite of an 8.2 per cent increase in sales, to A\$18.2bn. At the pre-interest level, profits from the retail operations alone were almost 15 per cent lower, at A\$534.6m, down from A\$627.8m, with good results from the supermarket and liquor divisions offset by sharply lower profits from Kmart and Myer Grace Bros, the up-market department store chain.

However, Mr Peter Bartels, chief executive, defended the results, saying the Australian market had been "very difficult" for retailers. He

in the food and liquor businesses, trading profits rose 13.5 per cent to A\$287.6m. By contrast, weak apparel sales and heavy discounting pushed Kmart's profits down 9.5 per cent to A\$51.5m. Similar factors drove Myer Grace Bros' trading profit 26.8 per cent lower to A\$9.2m. The W4K loss stood at A\$35.8m, against a A\$33m deficit last time, with the chain's sales standing at A\$97m.

A downturn in earnings from the property division – which made A\$113.7m compared with A\$138.7m – also contributed to the poor overall result, while "unallocated" costs rose from A\$31.6m to A\$69.9m.

However, Mr Peter Bartels, chief executive, defended the results, saying the Australian market had been "very difficult" for retailers. He



said the spate of boardroom and management changes, which flowed from the corporate governance furore, had not had a big impact on Coles' performance.

Ratings pressure on Sampoerna group debt

By Manuela Saragosa in Jakarta

Hanjaya Mandala Sampoerna, the Indonesian clove cigarette manufacturer, has been placed on CreditWatch by Standard & Poor's, while Moody's Investors Service has changed the company's debt rating outlook to negative from stable.

The rating actions follow

Mr Ken Cowley, executive chairman of Ansett Australia, said yesterday he was "optimistic" that the loss-making Australian carrier could move back into profit in the current 12 months – with the arrival of Air New Zealand as co-owner "improving the opportunities".

However, both Mr Cowley and Mr Jim McCrea, Air New Zealand's chief executive, yesterday played down any likelihood of Ansett Australia being floated as a separate, listed entity, as had been mooted. "There are no plans at the moment," said the Ansett chairman, who will step down in January. The comments came as Air New Zealand formally signed a commercial agreement with Ansett Australia covering code-sharing and other operational matters. This allows the new ownership structure to come into force.

Nikki Tait, Sydney

NZ bank down 30% halfway

The National Bank of New Zealand, a wholly-owned subsidiary of Lloyds TSB of the UK, yesterday reported a 30 per cent fall in first-half profit, to NZ\$41m (US\$32.7m). The lower profit was foreshadowed last month by Sir John Anderson, chief executive, who warned that staff cuts were imminent as the bank faced reduced interest margins and rising costs.

Terry Hall, Wellington

HSBC looks for growth in NZ

Hongkong and Shanghai Banking Corp is about to embark on a more aggressive bid to build its New Zealand business, focusing on Wellington. It said yesterday it hoped to maintain its performance in the country at present levels after a 30% per cent surge in operating profit to NZ\$7.04m for the six months to June.

Terry Hall, Wellington

No surprise at Sino Land

Sino Land, one of Hong Kong's biggest property developers, yesterday reported a 60 per cent drop in net earnings for the year to June 30, from HK\$2.87m to HK\$1.15m (US\$1.457m), broadly in line with market expectations.

Louise Lucas, Hong Kong

Jardine Fleming resignation

A director of Jardine Fleming Investment Management, the fund management arm of the Hong Kong merchant bank has resigned. Jardine Fleming said Mr Thomas Chan, head of operations and services at JFIM, was leaving for personal reasons, and that his departure was not connected to the recent trading scandal at the company.

John Riddick, Hong Kong

Westpac buys back Ampac

Westpac, one of Australia's biggest commercial banks, has paid a "provisional" A\$32m (US\$27.6m) to buy the Ampac Life business from the AMP Society, Australia's largest life insurer. The two companies announced in July they were calling off a strategic alliance set up five years ago, and that as a result Westpac would exercise an option to buy back Ampac Life.

Nikki Tait

WMC sells oilfield stakes

WMC, the Australian mining group, said yesterday it would sell its Thevenard oil assets – including 10 per cent stakes in Roller/Skate and Saladin oilfields off the Western Australian coast – to a subsidiary of Royal Dutch/Shell.

Nikki Tait

All of these securities having been sold, this advertisement appears as a matter of record only.

October 1996

3,300,000 Ordinary Shares

ORCKIT
Communications Ltd.ALEX. BROWN & SONS
INCORPORATED

MONTGOMERY SECURITIES

OPPENHEIMER & CO., INC.

DONALDSON, LUFKIN & JENKINS
SECURITIES CORPORATION

UBS SECURITIES

DOFT & CO., INC.

JOSEPHTHAL LYON & ROSS
INCORPORATED

RICKEL & ASSOCIATES, INC.

SOUNDVIEW FINANCIAL GROUP, INC.

Republic of Lebanon
Ministry of State for Administrative Reform
Council for Development and Reconstruction
Invitation for Bids

1- The Lebanese Government has received a loan from the International Bank for Reconstruction and Development towards the cost of The Administrative Rehabilitation Project. It is intended that part of the proceeds of this loan will be applied to eligible payments under the contract for procuring photocopiers for various ministries and agencies.

2- The Council for Development and Reconstruction now invites sealed bids from eligible bidders for the supply of four types of photocopiers: low volume photocopiers, medium volume photocopiers, and high volume photocopiers.

3- Interested eligible bidders may obtain further information from and inspect the bidding documents at the office of: The Council for Development and Reconstruction - Tellet el Serail - Beirut Central District - Facsimile: (01) 677947 - Telephone: (01) 643980/1/2/3 - Beirut - Lebanon

4- Starting from Thursday the 3/10/1996 a complete set of bidding documents may be purchased by interested bidders upon payment of a non-refundable fee of US\$ 500 in the form of a banker's certified check in the name of the Council for Development and Reconstruction.

5- Bids must be delivered to the above office on or before 12:00 hrs local time on Monday the 18/10/1996

6- Bids will be opened in public session at 12 hrs local time on Monday the 18/10/1996 at the offices of CDR.

Dresdner Finance B.V.

Amsterdam, The Netherlands

DM 500,000,000
2 1/4% DM Exchangeable Bonds of 1996/2001

exchangeable into shares of

Münchener Rückversicherungs-Gesellschaft
Aktiengesellschaft in München

Munich, Federal Republic of Germany

unconditionally and irrevocably guaranteed by

Dresdner Bank Aktiengesellschaft

Frankfurt am Main, Federal Republic of Germany

Issue Price: 100%

Dresdner Kleinwort Benson

Goldman Sachs International

UBS Schweizerische Bankgesellschaft

Bayerische Hypotheken- und Wechsel-Bank
Aktiengesellschaft

CS First Boston

Morgan Stanley & Co.
International

Société Générale, Frankfurt

COMPANIES AND FINANCE: UK

House of Fraser makes provision for revamp

By Chris Brown-Hynes

House of Fraser, the department-store group, is heading for a full-year loss after making provisions yesterday of up to £80m (£78m to cover closures, job losses and stock write-downs).

It said yesterday it was likely to close between five and 10 of its 51 stores as part of a recovery programme.

The strategic review was

it also promised an over-haul of merchandising, lower head-cash and refurbishment costs for the stores it plans to keep.

Mr Nick Bubb, analyst at MeesPierson, the Amsterdam-based merchant bank, said: "There's a lot of hope deferred and a lot of scepticism based on their recent underperformance."

It said yesterday it was likely to close between five and 10 of its 51 stores as part of a recovery programme.

The strategic review was

unveiled by Mr John Coleman, brought in as chief executive in May against a background of falling profits, lost market share, over-reliance on concessions, and high costs.

The group's biggest problem has been the poor performance of its own-label women's wear ranges.

In the first half, own-bought women's wear sales

fell 14 per cent, while sales from in-store concessions rose 29 per cent. Mr Coleman blamed poor management and indistinct buying briefs. This was part of a broader problem - the group "didn't really know which customers it was targeting".

It plans a tighter focus, aimed particularly at above-average spenders including career women, young fash-

ion lovers and more mature women. In men's wear, it is targeting career men and smart casual "label lovers". The intention is to lift the proportion of own-label sales.

"We are aiming to be more upmarket than Debenhams and more fashion-oriented than John Lewis," Mr Coleman said.

House of Fraser said the

impact of the overhaul would start next year before taking full effect in 1998. Estimated restructuring costs of £40m-£50m represented a worst-case scenario.

Analysts expect a large chunk of the provisions to be used to deal with the problem of unwanted stock. They predict profits of £14m-£17m this year - before exceptions - after £14.3m last year.

Improved margins for Boosey

By David Blackwell

(\$3.2m) for the six months to June 30. Sales edged up from \$40.8m to \$42.2m.

Mr Richard Holland, chief executive, said: "margins had improved, particularly in the instrument manufacturing side. However, he was most excited about the \$27.8m purchase of Rica, which had taken the group into musical accessories.

"It is a significant acquisition and we feel very posi-

tive about it. We have suddenly become the world leader in the manufacture of reeds," he said.

Rico is expected to enhance earnings in the second half with its four-month contribution. It has just over half of the world market, making 2m reeds a year.

"It is a simple business, but the barriers to entry are high," said Mr Holland. The acquisition had also taken

Boosey into the plantation business. He saw potential synergies, mainly on the distribution side.

Following August's US court ruling in its favour over the copyright on Stravinsky's *Rite of Spring*, used in Disney's video of *Fantasia*, the group is pursuing claims against Disney in the rest of the world. It would not quantify the amount it expects to win.

Imps rises strongly on first day

By Ross Tieman

Shares in Imperial Tobacco Group performed better than expected on their first day of trading yesterday, closing up 18% to 3981p.

At the closing price, some 10p ahead of brokers' estimates, the UK cigarettes, cigars and tobacco company demerged from the Hanson

conglomerate is capitalised at £2.046bn (\$3.18bn).

Mr Gareth Davis, chief executive, was delighted. "I think the road-shows have got the message across that it is a very strong company and really we couldn't have asked for a steeper start than this," he said.

Some 14m Imperial shares changed hands as fund man-

agers, attracted by the company's strong cash flow, sought to build their holdings. Demand for the company was reinforced because it has replaced Southern Electric in the FTSE 100 index, making it an essential holding for funds that seek to track the index.

The demerger of Imperial marks a sea-change in strat-

egy for Hanson. Over three decades it became a conglomerate with annual sales of £1bn through a string of bold takeovers.

The strong start came despite the announcement on Friday that lawyers have agreed to represent UK cancer sufferers pursuing claims against Imperial on a no-win, no-fee basis.

A new start for Millennium

UK investors may sell their holdings, writes Ross Tieman

A complex swirl of transatlantic share trading is expected to start today when Millennium Chemicals is listed on the New York Stock Exchange.

Shares in the former Hanson chemicals business, which is being demerged, are expected to be hit by a wave of selling by UK investors. Many UK funds cannot hold shares in companies such as Millennium, which are quoted only on foreign exchanges. Investors who hold Hanson shares through UK Personal Equity Plans will also be obliged to sell the shares they receive to stay within UK tax rules.

"I think the British are going to be rushing for the door to sell Millennium," said an analyst, voicing the consensus. "The UK fund manager does not want to know about Millennium Chemicals."

Concern about the likely behaviour of Millennium's UK shareholders, who will hold 70 per cent of the equity at the outset, is so great that the company has been endowed with "poison pill" defences to deter would-be bidders.

Predictions are largely based upon what happened when Hanson demerged its portfolio of smaller US manufacturing businesses. US Industries (USI), on June 1 1995, When that happened, 76

per cent of USI's 53.7m shares were held by UK investors. Within six weeks, 40.5m shares had been traded and, by November, just 12 per cent of USI shares were left in UK hands.

The sell-off, which may have been exacerbated by concern about USI's heavy debt burden, depressed the share price. Having opened just over \$14, the shares reached a low of \$12.50 within a few weeks.

But many funds which sold early did their investors a disservice. Owing partly to the speedy implementation of a disposal programme that reduced borrowings, shares in USI have since performed well, touching a high of \$27.40 last month.

The performance of USI may influence the way funds restructure their holdings in Millennium. Mr Steven Dan-

gers with that of The Energy Group, embracing UK electricity distributor Eastern and US coalmining Peabody. That will leave Hanson as a much-shrunk building products company.

Despite the decline in Hanson's share price, many investors have stuck with it in the hope that the demerged groups, in which they will automatically get stakes, attract takeover bids.

"We do believe that the group has been at a significant discount and upon break-up it will have a higher value," said one fund manager.

Directors of the successor companies - which Lord Hanson, the Hanson chairman, is apt to call his "grandchildren" - are happy to see a consolidation of their shareholder base through sales by small investors.

Hanson made strenuous efforts to encourage individual investors, and has an estimated 600,000 shareholders, many of whom hold shares through UK Reps. However, one director estimated the cost of servicing these investors at £7 a head, or more than £4m a year.

Consolidation of the shareholdings will ease that managerial headache. But executives will face a much bigger one if the shares wind up in the hands of predators. Millennium's poison pill notwithstanding.

RESULTS

| | Turnover (£m) | Pre-tax profit (£m) | EPS (p) | Current payment (p) | Date of payment | Dividends corresponding dividend | Total for year | Total last year |
|-------------------|--------------------|----------------------------|-----------------|---------------------|-----------------|----------------------------------|----------------|-----------------|
| Ash & Lucy | 6 mths to June 28 | 74 (34.5) | 4.8 (2.57) | 8.88 (7.94) | 2.7 Nov 16 | 2.6 | - | 6.7 |
| Boosey & Hawkes | 6 mths to June 30 | 42.2 (40.3) | 2.95 (1.9) | 8.25 (5.1) | 1.91 Nov 8 | 1.53 | - | 7 |
| Cardinal Business | 6 mths to June 30 | 17.85 (16.13) | 1.12 (0.74) | 4.27 (2.85) | - | - | - | - |
| Celtic Resources | 6 mths to June 30 | 1.0 | 0.045 (0.001) | 0.47 | - | - | - | - |
| Chubbsafes and Co | 11 mths to June 30 | 5.15 | 1.471 (0.1) | 1.5 | - | - | - | - |
| Coca-Cola | Yr to Mar 31 | 1.72 | (1.08) (0.244) | 2.81 (0.41) | - | - | - | - |
| Cofers | 8 mths to June 30 | 35.5 (27.8) | 0.052 (0.028) | 1.721 (0.73) | 3.25 Nov 14 | 3.25 | - | 7.5 |
| Debenhams | 9 mths to June 30 | 7.27 (7.5) | 0.7871 (0.223) | 4.271 (0.62) | - | - | - | - |
| Frasers Estates | Yr to June 30 | 147.2 (72.4) | 15.54 (14.9) | 18 (22.4) | 14.9 Nov 25 | 14 | 19 | 18 |
| Hanover | 6 mths to June 30 | 21.4 (17.3) | 0.717 (0.544) | 3 (2.43) | 0.6 Nov 22 | 0.5 | - | 2 |
| Hot Pin | 6 mths to June 30 | 1.06 (0.76) | 0.216 (0.203) | 4.59 (4.28) | 1 Dec 2 | - | - | - |
| House of Fraser | 6 mths to July 27 | 324.7 (322.6) | 13.81 (4.31) | 4.31 (1.3) | 1.7 Dec 2 | 1.7 | - | 5.5 |
| Lambert Smith | 6 mths to July 31 | 13.6 (4.8) | 0.2054 (0.1515) | 1.4 (0.33) | nil | - | - | 10 |
| Lloyd Thompson | Yr to June 30 | 48.4 (45) | 5.344 (4.014) | 0.071 (0.676) | 7 Nov 15 | 6.25 | 10 | 9 |
| Madden | 6 mths to June 30 | 26.8 (14.5) | 3.18 (1.97) | 7.71 (5.6) | - | - | - | - |
| MSB Int'l | 6 mths to July 31 | 30 (15.7) | 2.174 (1.37) | 1 (1) | 2 Oct 31 | - | - | - |
| OS | 6 mths to July 27 | 26 (24.3) | 1.51 (0.743) | 2.54 (1.26) | nil | 1.56 | - | 1.56 |
| OSP | 6 mths to June 30 | 11.8 (10.1) | 1.121 (0.805) | 6.61 (6.2) | 1.5 Nov 22 | 1.5 | - | 3 |
| Waterhouse Basson | 6 mths to June 30 | 53.3 (54) | 5.47 (5.11) | 15.7 (17.7) | 4.4 Nov 22 | 4.4 | - | 15.2 |
| Investment Trusts | May (D) | Attributable Earnings (£m) | EPS (p) | Current payment (p) | Date of payment | Dividends corresponding dividend | Total for year | Total last year |
| Hedderman Amstr | 6 mths to Aug 31 | 91.57 (84.44) | 0.312 (0.371) | 4.16 (4.95) | 1.8 Nov 6 | 1.8 | - | 7.8 |
| New Gloucester | 6 mths to June 30 | 184 (128) | 8.43 (6.23) | 0.4 (0.3) | - | - | - | 1.25x |

Earnings show basic. Dividends shown net except £2 gross. Figures in brackets are for corresponding period. Δ After exceptional charge. Δ Irish currency. Δ on increased capital. Δ on reduced capital. Δ Comparatives for 24 weeks. Δ Am stock.

The United Mexican States Floating Rate Bonds Due 2005 from the New Money Bond Subscription Agreement Dated as of February 4, 1990 For the period from and including September 30, 1990 to and excluding April 1, 1997 the rate of interest is 6.14053% per annum from 30 September 1990 to 31 December 1995. Interest payable on 31 December 1995 will amount to \$154.35 per \$1,000 note and \$1,542.55 per \$10,000 note. CUBANAS, N.Y., as Agent Bank October 1, 1990

Agent: Morgan Guaranty Trust Company

JPMorgan

LEX COMMENT

Labour party

For investors, arguably the most significant fact about Mr Tony Blair is his age. He is 43. He is also

ambitious. So if he gets into government, Mr Blair

surely hopes to survive to

handle the consequences

of his own spending and

monetary policy decisions.

To this extent, he would

be under tougher disciplines

than currently

apply to Mr John Major,

whose apparently low

chance of re-election gives

him a strong incentive to

gamble - just as he did

before the last election

when spending was let rip.

Everything Mr Blair is saying

supports this view. This is not just a matter of waffle

about macroeconomic stability. Mr Blair's refusal to allow

spokesmen anything but the most tightly defined spending

commitments deserves credibility.

And yet, for all yesterday's high-flown pledges, it

remains deeply unclear how Mr Blair would set about

delivering a fairer, braver new world. He has been so busy

ruling things out that, on the big issues, he is still left

with little other than good intentions.

The danger is obvious: that Mr Blair, not least thanks

to the fiscal and potentially monetary mess left behind by

the present government

INTERNATIONAL CAPITAL MARKETS

Rally in US Treasuries lifts Europe

GOVERNMENT BONDS

By Lisa Bramson
in New York and Samer Iskander in London

Most European bond markets closed higher yesterday, after a rallying US Treasury market. France and Germany, however, showed the weakest performances while yields in the peripheral markets continued to converge towards those of bonds.

Although 10-year bonds closed about 0.35 higher, traders said the rise was capped by the release of stronger than expected industrial production data for August, showing a 1.7 per cent rise on the July figure.

■ US Treasury prices gained ground after a national report on manufacturing activity showed that wholesale prices were not rising as quickly as some investors had feared.

Bonds had slipped on Monday after a report from the Chicago Association of Purchasing Management showed a jump in the prices paid component for September. That report is generally taken as an indicator of the national report, but yesterday's report from the National Association of Purchasing Management did not show nearly as large a jump in the prices index.

The prices-paid index of the NAPM report moved to 51.2 from 47.4 in August, but it was not as strong as the 59.3 figure reported by the Chicago association.

Signs that manufacturing activity may be slowing gave additional support to the market. The NAPM's overall index of manufacturing activity slipped from 52.6 in August to 51.7 in September.

By midday, the benchmark 30-year Treasury had gained 10 to 38 basis points, while the two-year note added 4 to 39, yielding 6.050 per cent. The December 30-year bond future rose by 121.95, then rose further in after-hours trading.

Traders ignored the squabbling between Italian and French politicians over the likelihood that Italy would be a founding member of European monetary union.

The market chose instead to take its cue from rising

upcoming months and the index rose because fewer manufacturers cited lower prices, not because more manufacturers reported higher prices".

■ Italian bonds recovered from early losses to close higher, their 10-year yield spread over bonds 4 basis points tighter at 247 points.

Liffe's December BTP future rose 0.45 to settle at 121.95, then rose further in after-hours trading.

Traders ignored the squabbling between Italian and French politicians over the likelihood that Italy would be a founding member of European monetary union.

The market chose instead to take its cue from rising

Argentina taps 10-year dollar sector for \$750m

INTERNATIONAL BONDS

By Conner Middemann

The Republic of Argentina made its long-awaited foray into the 10-year dollar sector yesterday with the successful placement of \$750m of global bonds.

The offer saw extremely strong demand, especially from US investors, and was at least twice subscribed, said a syndicate official at Salomon Brothers, joint lead with Goldman Sachs.

About 70 per cent of the issue went to US mutual funds and insurance companies, he said, with the rest placed predominantly in Europe.

"All emerging markets have a very strong bid to them these days and there hasn't been much supply, especially in the 10-year sector," he said. "As a result, there's a lot of pent-up demand, especially from new, mainstream investors", who are increasingly buying emerging market paper.

WORLD BOND PRICES

BENCHMARK GOVERNMENT BONDS

| | Coupon | Red Date | Price | Day's change | Yield | Week ago | Month ago |
|-------------------|--------|----------|-------------|--------------|-------|----------|-----------|
| Australia | 6.75% | 11/08 | 92.9890 | +0.40 | 7.77 | 7.91 | 7.91 |
| Austria | 6.25% | 05/08 | 101.0200 | +0.370 | 6.00 | 6.12 | 6.31 |
| Belgium | 7.00% | 08/08 | 98.8000 | -0.05 | 5.97 | 5.97 | 5.97 |
| Denmark | 6.00% | 12/08 | 99.2200 | +0.310 | 7.09 | 7.22 | 7.22 |
| France | 5.00% | 03/08 | 107.4800 | +0.320 | 6.89 | 7.10 | 7.23 |
| ITAN | 5.50% | 10/01 | 101.5270 | +0.220 | 5.19 | 5.29 | 5.51 |
| OAT | 6.50% | 10/08 | 103.0200 | +0.200 | 6.08 | 6.19 | 6.32 |
| Germany | 6.25% | 04/08 | 101.3200 | +0.340 | 6.05 | 6.16 | 6.30 |
| Ireland | 6.00% | 02/08 | 101.1200 | +0.200 | 6.00 | 6.12 | 6.30 |
| Italy | 6.00% | 02/08 | 101.1200 | +0.200 | 6.00 | 6.12 | 6.30 |
| No 180 | 6.00% | 03/08 | 101.2502 | -0.070 | 2.85 | 2.85 | 3.12 |
| Netherlands | 6.50% | 08/08 | 118.3400 | +0.280 | 5.94 | 6.03 | 6.27 |
| Portugal | 6.50% | 02/08 | 110.6100 | +0.400 | 7.25 | 8.08 | 8.58 |
| Spain | 6.00% | 02/08 | 102.0200 | +0.200 | 6.70 | 6.70 | 6.70 |
| Sweden | 6.00% | 02/08 | 102.7500 | +0.120 | 7.35 | 7.65 | 7.68 |
| UK Gilt | 7.50% | 12/08 | 99.11+16/32 | 7.59 | 7.80 | 7.78 | 7.78 |
| US Treasury | 7.00% | 07/08 | 102.2500 | +0.25 | 6.74 | 6.80 | 6.80 |
| ECU (French Genc) | 7.00% | 04/08 | 104.1900 | +0.300 | 6.93 | 6.94 | 6.73 |

London closing: "New York mid-day" Yields: Local market standard.

† Gross (including withholding tax at 12.5 per cent payable by nonresidents)

Source: MMIS International

New international bond issues

| Borrower | Amount | Coupon | Price | Maturity | Fee % | Spread | Book-runners |
|-----------------------------|--------|--------|--------|----------|---------|---------------|-----------------------------|
| ■ US DOLLARS | | | | | | | |
| Prudential of America | 750 | 6.50 | 99.255 | Oct 1999 | 0.1675% | +0.6164-0.629 | CS First Boston |
| SmithKline Beecham Capital | 250 | 6.50 | 99.837 | Oct 2001 | 0.275% | +0.6164-0.629 | Citibank International |
| Santander Fis Issuances | 200 | 6.75 | 99.93 | Oct 2006 | 0.30% | +0.6164-0.629 | Lehman Brothers Int'l |
| ■ D-MARKS | | | | | | | |
| Deutsche Ausgleichsbank | 300 | 5.875 | 98.25 | Oct 2004 | 0.325% | +0.7074-0.74 | Dresdner KB |
| Argentia Invmerg Bonds | 150 | 13.00 | 98.00 | Apr 2005 | 0.30% | +0.7074-0.74 | Merrill Lynch (Deutschland) |
| ■ GUILDER | | | | | | | |
| ING Bank | 500 | 9.25 | 98.54 | Feb 2008 | 0.425% | +0.5054-0.508 | ING Barings |
| Kreditanstalt Int'l Finance | 250 | 6.75 | 98.50 | Dec 2001 | 0.27% | +0.5054-0.508 | ABN Amro Home Govt |
| EBRD | 150 | zero | 98.00 | Nov 2002 | 0.30% | +0.5054-0.508 | Barclays |
| ■ Luxembourg FRANCES | | | | | | | |
| Carls Bank Luxembourg | 2.5m | (g) | 102.90 | Dec 2002 | 1.87% | +0.00 | Carr Bank Luxembourg |

Final terms, non-callable unless stated. Yield spread (over relevant government bond) at launch supplied by lead manager.

Final terms & Floating-rate notes: 1-5m Libor + 100 bps. Atm 3m Libor + 100 bps. Atm 6m Libor + 100 bps.

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CURRENCIES AND MONEY

Emu membership doubts fail to disturb lira

MARKETS REPORT

By Richard Adams

The Italian lira continued to stay below the magic L11,000 level against the D-Mark in foreign exchange trading yesterday, despite doubts cast on Italy's early membership of a single European currency.

The lira closed the day on the London market at L997.1 against the D-Mark, a further improvement from its previous level of L997.6.

The Italian bond and currency markets showed little reaction to sceptical statements about Italian membership of a single currency by Mr Ottmar Issing, the Bundesbank's chief economist, and Mr Jacques Chirac, the French president. Mr Chirac warned that "it may take a little bit longer for those who are further behind, like Italy", to join the first round of European monetary union.

A spokesman later said

which was quickly retracted, threatened to undermine the lira's value, which has risen sharply recently on hopes that Italy will qualify for Emu's first stage.

The D-Mark stayed flat against other European currencies, as most other European government bonds outperformed bonds.

The D-Mark gained slightly against the French franc, to close at FF78.387, up from FF78.383.

A rise in US Treasury prices had little influence on the dollar, which was range-bound against the D-Mark and the pound. It fell once again against the yen, after reports that the Japanese government favoured a strong dollar, but not a stronger dollar.

A spokesman later said

he was not sure what

the Japanese government did not regard a rise in the dollar as "undesirable".

UK government bonds enjoyed a half-point gain, but action in the bond market did not carry over into currency movements, as the pound rose slightly against the dollar and the D-Mark.

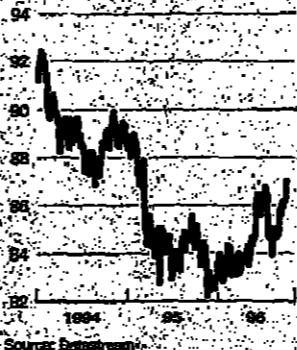
The lira's strength against the D-Mark may have more to it than simply optimism about the currency becoming a member of Emu.

Yesterday, both the president of France and the chief economist of the Bundesbank appeared to pour cold water on Italy's enthusiasm for joining Emu.

But few in the markets would have predicted that the comments would have such little impact on the lira's level.

The lira did fall, but recovered strongly after Mr Romano Prodi, the country's prime minister, called the French ambassador to explain the remarks. Reuters

Sterling Trade-weighted index



Source: Bank of England

1980 1981 1982 1983 1984 1985 1986 1987 1988 1989 1990 1991 1992 1993 1994 1995 1996

100 110 120 130 140 150

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COMMODITIES AND AGRICULTURE

Iran urges early return to market for Iraqi oil

By Robert Corzine

Iran oil exports should resume as soon as possible if they were not to disrupt world markets, according to Mr Gholamreza Aghazadeh, Iran's oil minister.

He said in London yesterday it would be in the best interests of the Organisation of Petroleum Exporting Countries for the resumption of Iraqi exports to coincide with the present period of high worldwide demand. Oil prices could be under pressure next year, he warned.

His comments coincided with increasing activity by United Nations officials to resurrect the UN oil-for-food plan that was suspended last month after President Saddam Hussein sent troops into Kurdish northern Iraq.

Commenting on the uncertain outlook for oil prices, Mr Aghazadeh said he did not see much scope for an increase in the production ceiling when Opec met in Vienna in late November.

He confirmed that Iran had benefited substantially from the recent oil price rise. So far this year it had achieved an average price of about \$18 a barrel, well above the \$15.50 budget estimate. That should add \$2bn to the \$16bn in annual oil revenues envisaged, he said.

The minister was upbeat about the prospects of Iran attracting more foreign investment into its oil and gas sector. But he said it would reject foreign investment proposals containing "unusual" conditions designed to avoid unilateral US sanctions on the Iranian oil and gas industry.

He expected such deals to be above board. They should not include any special conditions. "If [foreign] companies decide to work with us that means they have solved their problems on the outside."

New US legislation seeks to limit foreign oil compa-

nies from investing more than \$40m in energy projects in Iran and Libya, two states Washington has accused of engaging in state terrorism.

The move prompted speculation that some companies keen to invest in Iran might try to do so through a series of subsidiaries or subterfuges to conceal the source of such funds.

Mr Aghazadeh, who in recent days has met executives from a number of international oil companies in Vienna, Paris and London, said many were prepared to "ignore" Washington's unilateral attempts to restrict Iran's vital oil industry.

He would not name individual companies, but he said the industry response had been "satisfactory", with

one of the offshore development projects attracting 12 separate proposals from foreign companies.

Only Total of France in partnership with Petronas of Malaysia is currently investing in Iran's offshore sector, the one segment of its oil and gas industry open to direct foreign participation. But Mr Aghazadeh predicted that additional deals would be announced "in the near future."

Meanwhile, in Luxembourg European Union foreign ministers yesterday decided to widen the scope of EU retaliatory measures planned to counter the effects of the unilateral US legislation aimed at the Libya and Iranian oil sectors.

Gold miners prepare for output boom

By Kenneth Gooding, Mining Correspondent, in Denver

Any doubt that an unprecedented gold production boom is on the way is being dispelled at the Denver Gold Group's annual Mining Industry Forum, where many of the world's big gold companies and some of the go-ahead exploration organisations are making presentations this week.

The procession of companies promising to double reserves and output within a few years is causing some analysts and producers concern about the impact on the gold price as supply threatens to catch up with demand.

The increase in gold output will be accompanied by a wave of mergers as management attempts to build their

companies to a size large enough to attract institutional investors, who prefer big companies with lots of tradeable shares.

This became clear on the first day of the forum, a day devoted mainly to smaller companies.

Examples of the expected rapid growth presented to the 350 delegates here came from some companies that did not even exist six years ago.

Among these was Royal Oak, the Canadian company, which produced 371,000 troy ounces of gold last year and confidently said here it would be a 1m ounces-a-year producer by 2000. Viceroy Resources, which in the spring acquired two other companies, Loki Gold and Baja Gold, has set itself an annual production target of 500,000 ounces by 2000. Last year it produced under

150,000. Resolute Samantha, which also did not exist five years ago but already is producing 250,000 ounces a year, expects this to rise to between 400,000 and 500,000 in two years time.

Grangefield is another company that faces dramatic change via acquisition. It is in the process of merging with De Capo Resources to form Vista Gold and expects to triple production to 300,000 ounces by 2000.

Later this week big companies such as Barrick Gold, already the largest producer outside South Africa, will tell delegates that it is sure of doubling annual output in the next ten years to more than 6m ounces while Placer Dome, another Canadian group, will explain how it intends to lift annual production from 2m to about 3m ounces by 2000.

"Every company is talking

about doubling reserves and doubling production in the next few years. No wonder the gold price gets weaker when these events take place," said Mr Nick Hatch, analyst at Fleming Global Mining Group.

Ms Amy Gassman, analyst at Goldman Sachs, pointed out that not all the new production would come into the market at once and some of it would not come to market at all because it would not be able to find the necessary finance. Nevertheless, it did seem the industry was approaching another production boom and this would have an impact on market sentiment.

Mr Dennis Wheeler, chairman of Coeur d'Alene Mines, suggested that the coming jump in gold production during the next five years made the work of the World Gold Council, the promotional

This will not be easy to

achieve. Gencor's gold division recently gave notice

that it would leave the coun-

cil, taking with it more than

\$2.5m of revenue. Mr Tom

Dale, managing director of

Gengold, said his company

could not afford the contri-

bution asked for by the

council - \$2.50 for every

ounce produced. Other exec-

utives at this forum also said

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bership fee.

Mr Ahmed el-Guwel,

Egypt's Minister of Trade

and Supply, said £2400m

(\$120m) had been set aside

for cotton subsidies. The

government set a minimum

price of £250 for 50kg,

equivalent to 133 US cents

a pound, to encourage farmers

to grow cotton after last

year's disappointing season.

Copper prices slide further on LME

MARKETS REPORT

COPPER prices fell sharply

on the London Metal Exchange yesterday after news of a hefty drop in exchange warehouse stocks failed to underpin the market.

"Even with a solid fall

in copper stocks prices fell," said an analyst. "It wasn't just copper but across the board."

The three months delivery position finished after hours "kerb" trading at the day's low of \$1,890 a tonne, down \$38 from Monday's close.

The price had peaked at

\$1,990 late last week.

Traders said price moves were again exaggerated by thin conditions overall.

Copper stocks were down another 7,825 tonnes on Tuesday, with traders attributing recent falls to arbitrage deals against Shanghai and Comex copper markets. Tight supplies of scrap and Russian copper in Europe also contributed, they added.

The bearish mood in copper soon spread to other markets, where investment funds and speculators liquidated long positions and adopted fresh short ones, traders said.

The three months

LME WAREHOUSE STOCKS

(As at Thursday's close)

tonnes

Aluminium 950

Lead 1,000

nickel 1,000

tin 1,000

zinc 1,000

Aluminium alloy 1,000

Brass 1,000

Copper 1,000

tin 1,000

zinc 1,000

Aluminium 950

Lead 1,000

nickel 1,000

tin 1,000

zinc 1,000

Aluminium 950

Lead 1,000

nickel 1,000

tin 1,000

zinc 1,000

Aluminium 950

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nickel 1,000

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Aluminium 950

Lead 1,000

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LONDON STOCK EXCHANGE

FTSE 100 poised to drive through 4,000 level

MARKET REPORT

By Steve Thompson,
UK Stock Market Editor

The upside momentum behind London stocks built up strongly during the last hour of trading yesterday with the FTSE 100 index accelerating at such a pace as to look like threatening the 4,000 level at one point.

Although failing by less than eight points to run through 4,000, the FTSE 100 still managed to reach a new peak of 3,992.2, up 38.5, as the first trading session of the fourth quarter saw the big domestic and overseas institutions pour cash into the market.

Buoyant return for Imps

By Joel Kibazo
and Lisa Wood

The market spotlight was firmly fixed on Imperial Tobacco, one of two companies demerged from Hanson, which made an impressive return to the stock market yesterday.

Dealing in the new independent group, which was installed in the FTSE 100 index, started at 375p, some 5p below the expected level.

The lower-than-anticipated start did little to check the market's appetite for the stock with the shares moving strongly ahead to touch a high of 395p, before closing at 393.4p.

Imperial Tobacco not only took pole position in the Footsie, but was also the most heavily dealt stock with closing volume of 14m.

The stock should be heavily traded today with US buyers expected to show a keen interest in the shares though one UK broker said as the session drew to a close: "I am beginning to feel the shares are starting to look expensive particularly relative to BAT."

The positive sentiment in Imperial soon spread to BAT Industries which helped the shares put on 6 to 431.4p in trade of 7.4m. Shares in Hanson closed 4% lower at 94.4p, having traded 5.5m by the

Second-line stocks were somewhat overshadowed by the leaders, but managed to record good gains across the board, lifting the FTSE 250 index 18.7 to 4,009.8.

The FTSE SmallCap underperformed, however, ending the session only 4.2 ahead at 2,713.

Senior marketmakers insisted, however, that the FTSE 100 was poised to cruise through the 4,000 barrier at the outset this morning, "given a reasonable showing by the Dow and US Treasury bond market". After hours trading in the FTSE future indicated an opening level of almost exactly 4,000.

The influx of new money into the market was first felt in the

FTSE future which was always in strong demand and traded at a big premium to the underlying cash market throughout the session.

Although always well supported during the early part of the day, the stock market staged a determined dash just before the close with dealers reporting evidence of a substantial trading programme, heavily weighted on the buy side.

The programme was said to have involved the purchases of large lines of stock in Legal & General, Barclays Bank, RTZ, Lloyds TSB, SmithKline Beecham, Tesco, BSkyB, BP, Blue Circle, Shell and P&G, as well as

numerous other leading issues.

UBS, the Swiss-owned securities house, was aggressively bidding for most of the leading stocks just before the close.

Early strength in share prices stemmed from a sparkling return to the market for Imperial Tobacco, newly-demerged from the Hanson group and whose shares eclipsed even the most optimistic expectations, closing at the top of the FTSE 100 performance table.

And the return of the ever-present bid stories circulating in the market over recent weeks produced some outstanding gains among the banks and insurances, as well as a sprinkling of stocks

across other sectors.

News of a stronger than expected UK National Association of Purchasing Managers index for September caused some momentary jitters in the gilt market, where initial gains of between eight to 10 ticks were shaved, before that market regained its momentum later in the day.

A relatively stable opening by Wall Street, in the wake of a weaker than expected US National Association of Purchasing Managers index, did little to choke off demand for the stock.

Turnover at 8pm came out at 708.6m shares, while Monday's retail trade was valued at £145bn.

FTSE All-Share Index



Indices and ratios

| FTSE 100 | 3992.2 | +38.5 | FT 30 | 2861.7 | +26.9 |
|----------------------|---------|--------|-----------------------------|--------|-------|
| FTSE 250 | 4409.8 | +18.7 | FTSE Non-Fins p/c | 1826 | +18.1 |
| FTSE 350 | 1986.6 | +16.8 | FTSE 100 Fwd Dec | 4026.0 | +44.0 |
| FTSE All-Share | 1980.67 | +15.67 | 10 yr Gilt yield | 7.63 | 7.63 |
| FTSE All-Share yield | 3.75 | 3.78 | Long gilt/ equity yld ratio | 2.10 | 2.13 |

| Worst performing sectors | | | | | |
|--------------------------|------|--|----------------------|------|--|
| 1 Tobacco | +1.9 | | 1 Gas Distribution | -0.6 | |
| 2 Engineering: Vehicles | +1.7 | | 2 Household Goods | -0.5 | |
| 3 Oil Exploration | +1.3 | | 3 Distributors | -0.2 | |
| 4 Oil Integrated | +1.3 | | 4 Extractive Inds | -0.0 | |
| 5 Electricity | +1.2 | | 5 Textiles & Apparel | -0.1 | |

FUTURES AND OPTIONS

| FTSE 100 INDEX FUTURES (Liffe) £25 per full index point | | | | | |
|---|--------|--|-----------|--------|-----|
| Open | 3989.0 | | Set price | 3989.0 | |
| Dec | 3989.0 | | Change | +40.0 | |
| Jan | 4050.0 | | +41.0 | | 0 |
| Feb | 4050.0 | | +41.0 | | 300 |

| FTSE 250 INDEX FUTURES (Liffe) £10 per full index point | | | | | |
|---|--------|--|-----------|--------|------|
| Open | 4438.0 | | Set price | 4438.0 | |
| Dec | 4438.0 | | Change | +18.0 | |
| Jan | 4438.0 | | +18.0 | | 0 |
| Feb | 4438.0 | | +18.0 | | 3571 |

| EURO STYLÉ FTSE 100 INDEX OPTION (Liffe) £10 per full index point | | | | | |
|---|------|--|-----------|------|-----|
| Open | 3900 | | Set price | 3900 | |
| Dec | 3900 | | Change | +100 | |
| Jan | 3900 | | +100 | | 0 |
| Feb | 3900 | | +100 | | 150 |

| EURO STYLÉ FTSE 100 INDEX OPTION (Liffe) £10 per full index point | | | | | |
|---|------|--|-----------|------|-----|
| Open | 3900 | | Set price | 3900 | |
| Dec | 3900 | | Change | +100 | |
| Jan | 3900 | | +100 | | 0 |
| Feb | 3900 | | +100 | | 150 |

| EURO STYLÉ FTSE 100 INDEX OPTION (Liffe) £10 per full index point | | | | | |
|---|------|--|-----------|------|-----|
| Open | 3900 | | Set price | 3900 | |
| Dec | 3900 | | Change | +100 | |
| Jan | 3900 | | +100 | | 0 |
| Feb | 3900 | | +100 | | 150 |

| EURO STYLÉ FTSE 100 INDEX OPTION (Liffe) £10 per full index point | | | | | |
|---|------|--|-----------|------|-----|
| Open | 3900 | | Set price | 3900 | |
| Dec | 3900 | | Change | +100 | |
| Jan | 3900 | | +100 | | 0 |
| Feb | 3900 | | +100 | | 150 |

| EURO STYLÉ FTSE 100 INDEX OPTION (Liffe) £10 per full index point | | | | | |
|---|------|--|-----------|------|-----|
| Open | 3900 | | Set price | 3900 | |
| Dec | 3900 | | Change | +100 | |
| Jan | 3900 | | +100 | | 0 |
| Feb | 3900 | | +100 | | 150 |

| EURO STYLÉ FTSE 100 INDEX OPTION (Liffe) £10 per full index point | | | | | |
|---|------|--|-----------|------|-----|
| Open | 3900 | | Set price | 3900 | |
| Dec | 3900 | | Change | +100 | |
| Jan | 3900 | | +100 | | 0 |
| Feb | 3900 | | +100 | | 150 |

| EURO STYLÉ FTSE 100 INDEX OPTION (Liffe) £10 per full index point | | | | | |
|---|--|--|--|--|--|
|---|--|--|--|--|--|

NEW YORK STOCK EXCHANGE PRICES

| Survival course | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|-----------------|------|------------|------|------|-----|-----|------|-----|-------|-------|-------|--------|---------|-------|-------|--------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-----|-----|
| 1986 | High | Low Stock | 0.00 | 74 | P | 80 | High | Low | Class | Class | Class | Class | Class | Class | Class | Class | Class | Class | Class | Class | Class | Class | Class | Class | Class | Class | Class | Class | Class | | |
| 23% | 17% | AMR | 0.42 | 2.1 | 2.0 | 321 | 23% | 27% | 22% | 14 | 41% | 32 | Beckham | 0.52 | 1.3 | 18 | 71 | 39% | 39 | 38 | 36 | 35 | 34 | 33 | 32 | 31 | 30 | 29 | 28 | | |
| 48% | 36% | AMP | 0.28 | 2.0 | 335 | 30% | 38% | 35% | 19 | 44% | 35% | Becker | 0.45 | 1.7 | 20 | 234 | 44% | 14% | 14% | 13% | 12% | 11% | 10% | 9% | 8% | 7% | 6% | 5% | 4% | 3% | |
| 97% | 68% | AMR | 16 | 6137 | 804 | 79 | 78 | 76 | 19 | 45% | 35% | Becker | 0.45 | 1.7 | 21 | 19 | 18 | 17 | 16 | 15 | 14 | 13 | 12 | 11 | 10 | 9 | 8 | 7 | 6 | | |
| 50% | 37% | ASA | 2.03 | 52 | 55 | 57% | 59% | 58% | 57% | 56% | 74% | 55% | Becker | 0.28 | 4.8 | 13 | 61 | 81 | 18 | 17 | 16 | 15 | 14 | 13 | 12 | 11 | 10 | 9 | 8 | 7 | |
| 45% | 35% | ABER | 0.49 | 1.9 | 21 | 426 | 49% | 49% | 49% | 48% | 22% | 14 | Becker | 0.40 | 2.7 | 82 | 152 | 15% | 15% | 15% | 14% | 13% | 12% | 11% | 10% | 9% | 8% | 7% | 6% | 5% | |
| 174 | 124 | Admiral Pr | 0.41 | 3.1 | 6 | 632 | 12% | 12% | 12% | 12% | 22% | 14 | Becker | 0.44 | 3.8 | 19 | 44 | 14% | 14% | 14% | 13% | 12% | 11% | 10% | 9% | 8% | 7% | 6% | 5% | 4% | |
| 20% | 13% | Admiral Pr | 0.33 | 2.1 | 17 | 19 | 17 | 16 | 15 | 14 | 13 | 12 | Becker | 0.44 | 1.6 | 35 | 300 | 34% | 34% | 34% | 33% | 32% | 31% | 30% | 29% | 28% | 27% | 26% | 25% | 24% | 23% |
| 53% | 37% | ADM | 0.55 | 11 | 12 | 55% | 55% | 55% | 55% | 55% | 17% | 16 | Becker | 0.40 | 2.5 | 12 | 104 | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% |
| 10% | 9% | ADM Gr | 0.49 | 4.7 | 8 | 227 | 10% | 10% | 10% | 10% | 22% | 20 | Becker | 0.38 | 7.2 | 22 | 104 | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% |
| 7% | 6% | ADM Gr | 0.57 | 5.1 | 8 | 227 | 10% | 10% | 10% | 10% | 22% | 20 | Becker | 0.37 | 1.6 | 57 | 22 | 104 | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | |
| 95% | 8% | ADM Mar | 0.9 | 84 | 154 | 95% | 95% | 95% | 95% | 95% | 14 | Becker | 0.49 | 1.5 | 19 | 252 | 75% | 75% | 75% | 75% | 75% | 75% | 75% | 75% | 75% | 75% | 75% | 75% | 75% | 75% | |
| 13% | 8% | ADM Mar | 0.32 | 4.1 | 31 | 80 | 75% | 75% | 75% | 75% | 75% | 14 | Becker | 0.32 | 2.4 | 24 | 14 | 85% | 85% | 85% | 85% | 85% | 85% | 85% | 85% | 85% | 85% | 85% | 85% | 85% | 85% |
| 17% | 15% | ADM Mar | 0.72 | 24 | 17 | 32 | 30% | 30% | 30% | 30% | 30% | 14 | Becker | 0.40 | 3.5 | 16 | 210 | 11% | 11% | 11% | 11% | 11% | 11% | 11% | 11% | 11% | 11% | 11% | 11% | 11% | 11% |
| 21% | 12% | ADM Mar | 0.72 | 24 | 17 | 32 | 30% | 30% | 30% | 30% | 30% | 14 | Becker | 0.40 | 3.5 | 16 | 210 | 11% | 11% | 11% | 11% | 11% | 11% | 11% | 11% | 11% | 11% | 11% | 11% | 11% | |
| 20% | 17% | ADM Mar | 0.48 | 2.4 | 1 | 21 | 20 | 20 | 20 | 20 | 20 | 20 | Becker | 0.54 | 514 | Becker | 0.44 | 3.8 | 19 | 44 | 14% | 14% | 14% | 14% | 14% | 14% | 14% | 14% | 14% | 14% | |
| 11% | 6% | ADM Gr | 0.16 | 1.5 | 7 | 83 | 14% | 14% | 14% | 14% | 14% | 14 | Becker | 0.40 | 2.0 | 22 | 104 | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% |
| 20% | 6% | ADM Gr | 0.10 | 0.8 | 83 | 12% | 12% | 12% | 12% | 12% | 14 | Becker | 0.38 | 2.0 | 22 | 104 | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | |
| 51% | 5% | ADM Gr | 1.45 | 2.9 | 15 | 55% | 55% | 55% | 55% | 55% | 14 | Becker | 0.40 | 2.2 | 20 | 100 | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | |
| 51% | 5% | ADM Gr | 1.45 | 2.9 | 15 | 55% | 55% | 55% | 55% | 55% | 14 | Becker | 0.40 | 2.2 | 20 | 100 | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | | |
| 51% | 5% | ADM Gr | 1.45 | 2.9 | 15 | 55% | 55% | 55% | 55% | 55% | 14 | Becker | 0.40 | 2.2 | 20 | 100 | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | | |
| 51% | 5% | ADM Gr | 1.45 | 2.9 | 15 | 55% | 55% | 55% | 55% | 55% | 14 | Becker | 0.40 | 2.2 | 20 | 100 | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | | |
| 51% | 5% | ADM Gr | 1.45 | 2.9 | 15 | 55% | 55% | 55% | 55% | 55% | 14 | Becker | 0.40 | 2.2 | 20 | 100 | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | | |
| 51% | 5% | ADM Gr | 1.45 | 2.9 | 15 | 55% | 55% | 55% | 55% | 55% | 14 | Becker | 0.40 | 2.2 | 20 | 100 | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | | |
| 51% | 5% | ADM Gr | 1.45 | 2.9 | 15 | 55% | 55% | 55% | 55% | 55% | 14 | Becker | 0.40 | 2.2 | 20 | 100 | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | | |
| 51% | 5% | ADM Gr | 1.45 | 2.9 | 15 | 55% | 55% | 55% | 55% | 55% | 14 | Becker | 0.40 | 2.2 | 20 | 100 | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | | |
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| 51% | 5% | ADM Gr | 1.45 | 2.9 | 15 | 55% | 55% | 55% | | | | | | | | | | | | | | | | | | | | | | | |

Survival course

If the business decisions are yours,
the computer system should be ours.



Dow dips on high tech profit-taking

Frankfurt subdued, Stockholm climbs peak

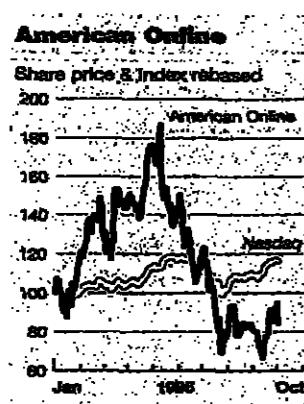
AMERICAS

A sell-off in the technology sector, as some investors took profits, led US shares lower at mid-session yesterday, writes Lisa Branstien in New York.

At 1pm, the Dow Jones Industrial Average was 20.13 lower at 5,862.04, the Standard & Poor's 500 slipped 2.68 at 694.85 and the American Stock Exchange composite fell 2.75 at 563.74. Volume on the New York Stock Exchange came to 2,826m shares.

The technology-rich Nasdaq composite slid 11.85 at

American Online



Source: Datamonitor

\$33 or 11 per cent at \$31. AOL warned in a filing with the Securities and Exchange Commission that growing competition from Internet service providers might affect its results.

Yesterday's sell-off also hit some of the smaller companies in the sector that had begun to make headway after a difficult summer.

US Robotics, the modem maker, gave up 51¢ at \$63. Iomega, a maker of high density disks, slipped \$1.45 or 5 per cent to \$23.44 and F5 Group, an electronic packaging house that went public in August, shed \$2.15 or 18 per cent at \$10.50.

Elsewhere, Coca-Cola gave up \$1.40 or 2 per cent at \$45.90 after announcing a series of charges that would offset a previously announced series of gains for the third quarter.

Shares HCIA, a healthcare information systems company, plummeted \$2.85 to \$31.75, a decline of 47 per cent. The company, which has seen its shares more than triple since the start of the year, gave a profits warning. It said its third quarter earnings would be significantly below those made in the same period a year ago.

TORONTO ended three sessions of declines with a modest mid-session rally and at noon the 300 composite index was showing a gain of 25.23 to 5,316.30.

Golds, hit hard lately by a weak bullion price, led the way up. The gold mining sub-sector put on 1.4 per cent. Banking and forestry sectors both made good progress. Real estate continued to waltz.

Alcan gained 40 cents to C\$41.10 and Seagram put on 20 cents to C\$50.55. Northern Telecom dipped 30 cents to C\$78.20.

Royal Bank of Canada added 25 cents to C\$39.60 and Toronto Dominion Bank 20 cents to C\$27.85.

Caracas pushes ahead

Leading Latin American markets made a steady start to the new month and by mid-session the majority of the region's bourses were showing comfortably on the upside.

CARACAS continued to provide the main drive and by noon the IBC index was 1.26 per cent ahead and showing signs of wanting to extend the recent rally to eight straight days.

The index closed the morning up 69.06 at 5550.96.

MEXICO CITY, down modestly on Monday, opened with further falls but there

was good support around the middle of the morning and by the noon calculation the IPC General index was 15.300 ahead at 3,261.62.

Buenos Aires also moved ahead during the morning, closing the opening session with the Merval index 0.46 higher at 559.32.

SAO PAULO was said to be subdued ahead of tomorrow's municipal election.

"The market is still searching for a clear lead," said one trader.

However, by the end of the morning session the Bovespa index was 98 better at 64,567.

South Africa rallies strongly

Shares in Johannesburg rebounded briskly during an active afternoon session and at the close the overall index was 18.2 higher at 6,896.2.

Industrials gained 3.5 to 8,134.1 but it was golds that staged the strongest recovery, closing 23.5 higher at 1,677.2.

Dealers claimed to be

slightly puzzled by the upturn. The bullion price showed some resilience during the afternoon fixing, but the main drive appeared to come from bargain hunting and institutional buying of index baskets.

Dries added R1.40 to R51. Among non-golds, Cadbury Schweppes gained R5 to R70.

Dealers claimed to be

EUROPE

Further solid progress for German industrial production and an upturn for bonds failed to support FRANKFURT where activity remained subdued ahead of tomorrow's holiday closure.

There was positive news from the economy with industrial production in August continuing to expand steadily. But Wall Street had a dull early session, and dealers said that there were signs of book squaring in advance of tomorrow's shutdown.

They described the session as a day of consolidation at the higher levels. At the close, the DAX index stood at an Ibis-indicated 2,654.34, down 1.15.

Degussa provided some modest fireworks, surging almost 3 per cent after a strong trading statement from the chemical and metals group. The shares jumped DM16 to DM26.50 in good volume.

The Aftabwärden general index was marked 24.2 higher at 2,115.5.

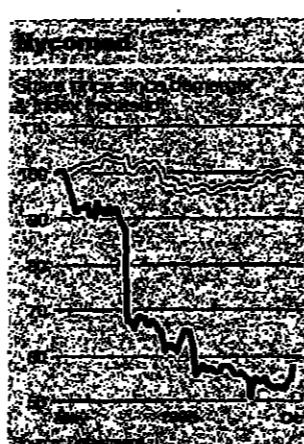
Elsewhere, Handelsbanken picked up SKR3 to SKR166 as it dismissed recent suggestions of a merger with SE-Banken, which gave up SKR1 to SKR57.

HELLENKI hit a 12-month high and the Hex index finished 12.10 ahead at 2,186.24.

Merita led a rally in banks, rising FM0.63 to FM10.60 in heavy trade after a London investor completed the sale of a large tranche of the shares, reducing immediate supply. OKO tracked Merita to FM1.50.

Norsk Hydro rebounded

NKR4.50 to NKR10.00 after Monday's declines which followed the company's comments on the outlook for sec-



adding FM0.50 to FM43.50 while Alandsbanken rose FM0.70 to FM42.70.

Insurers extended last week's gains on talk of a restructuring in the sector. Sampo rose FM14 to a two-year high of FM344.

Metal industry shares were boosted by optimistic comments by industry executives. Rautaruukki, the steel group, rose FM1.20 to a year's high of FM1.20.

Finnlines, the cargo shipping company, rose FM1.50 at FM39 in heavy trade but analysts were unable to account for the activity.

OSLO was pulled higher by positive performances by a number of large groups, while Aker, the engineering and offshore group, and Resource Group International, the investment group, were both marked lower after their unexpected merger announcement. The Total index finished 5.95 higher at 945.80.

Dealers said there were unmistakable signs of profit-taking in some stocks after the recent strong run for the market, but that in general the broad mood remained consistent.

Nycomed, the pharmaceuticals group, rose strongly more than 3 per cent following the registration of its new hypertension drug, Irbesartan. The shares put

up FM12.80 to FM12.80 following the day's performance charts, rising more than 3 per cent following the registration of its new hypertension drug, Irbesartan. The shares put

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FINANCIAL TIMES REVIEW

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Information Technology

Wednesday October 2 1996

Smartcards: a technology whose time has come

There is an explosion of interest in powerful new smartcards which can store cash and financial records, function as a loyalty card or travel card, keep personal medical data, and provide a secure 'electronic identity', report

Paul Taylor in London and
Tom Foremski in San Francisco

Smartcards - plastic cards with tiny microprocessors and memory built into them - have been around in Europe for almost 20 years and were first introduced as replacements for traditional magnetic stripe cards in the French banking system during the 1980s.

But now it seems, smartcards are a technology whose time has finally come. Customers prefer them to pockets of loose change, retailers appreciate the added security and convenience, while financial institutions see smartcards as one means to help them retain a role in the electronic marketplaces of the future such as the World Wide Web.

Today, there are about 23m smartcards in circulation in France, for example, where they are mostly used as automated teller machines (ATM) cash cards or credit cards. However, promoters of the technology believe that while smartcards - or chip cards - can indeed be used as a convenient replacement for cash, they are rapidly evolving into a much more useful technology.

For example they can store an owner's medical data, execute sophisticated security schemes, store a record of cash transac-

tions, and function as a loyalty card, giving retailers better feedback on customer spending habits.

The latest smartcards pack the processing power of an early personal computer such as the Apple II and, using data compression, can store as much information as several dozen sheets of closely-typed A4 paper.

Although they still cost about ten times as much as ordinary magnetic stripe cards, they last longer, can store about 80 times as much information and, since they can process as well as store information, are much more flexible.

They have recently found their way into GSM digital mobile telephones, satellite television set-top boxes, and the social security system. In Spain where 40m smartcards are being issued as part of a \$400m project to replace existing paper-based documents covering pensions, social security payments, employment and health.

Now, with the growth of electronic commerce, mounting concerns about credit card fraud and the increasing need for a single 'electronic identity', it seems that we may soon be swapping wallets

full of relatively 'dumb' plastic for increasingly powerful smartcards.

Datamonitor, the market research group, predicts that there could be billions of smartcards in circulation worldwide by the end of the decade, sporting semiconductor chips manufactured by the market leaders, Motorola of the US, Siemens of Germany and SGS Thomson of France.

This expected surge of interest in smartcard technology should also be positive news for the leading smartcard suppliers which include Gemplus, Sollac, Orga, Giesecke & Devrient and Schumberger.

In Britain, the Association for Payment Clearing Services (Apacs), which oversees money transmission and manages payment clearing systems on behalf of the UK's leading banks and building societies, plans to introduce smartcards from the end of next year.

It is envisaged that all ATMs (cash machines) and 50 per cent of the UK's point-of-sale terminals will be smartcard-based by the year 2000 with 90m cards in circulation, according to Boscard Consultants, the European consultancy.

Apacs' members believe smartcard technology - which can incorporate biometrics security features such as fingerprints - will help them combat the rising costs of credit card fraud. In France, the use of smartcards

with a personal identity number, cut the costs of fraud from around \$4 - \$5 per card in 1992 to almost nothing today.

Smartcard manufacturers, such as Philips Semiconductors, are producing cards that have sophisticated encryption technology built-in. This allows for increased security, making it almost impossible for third parties to decode the encrypted smart card information.

Such smartcards could also be used to purchase products from retailers on the internet. Computers and telephones equipped with smartcard readers have already been developed making it much easier and more secure to order and pay for goods on-line. The cards would provide verification details and payment authorisation.

In another indication that smartcard technology has finally come of age, Microsoft announced last month that it will make future generations of its PC operating systems 'smartcard aware'.

Meanwhile, the advantages of using so-called 'stored-value' smartcards to handle large numbers of low-value transactions have also been demonstrated on both sides of the Atlantic.

Visa has estimated that there are \$8,100m of cash transactions each year in the world's top 29 economies and the banks estimate that using cash costs Europe about £45bn a year.

In the UK, the two-year old trial of the Mondex electronic cash scheme in Swindon, originally backed by NatWest, Midland Bank and British Telecommunications, produced mixed results but nevertheless proved the acceptability of smartcards.

The trial also demonstrated how retailers can save a lot of money on the costs they incur in handling cash. Instead of having to count cash, store it in a secure location, then transfer it to a bank, with all the potential for human error and possible security problems along the way, a simple swipe of a smart card transfers cash directly into a retailer's bank account.

During the Atlanta Olympic games, Visa and Mastercard offered thousands of people a smart card that could be used at hundreds of local retailers. Visa Cash cards, Visa International's smartcard, were used for over 200,000 transactions representing \$1.1bn during the 16-day games and proved popular with consumers.

Commenting on the Olympics, Mr Stephen Schrapp of Visa's European operations, says: 'It confirmed these three main points: first, and most important, consumers like it as indicated by the research and actual transaction figures.

Second, with average transactions of \$50, it is opening up brand new markets for our members. And third, having put the technology through a very

demanding and high profile test, we know it works.'

High potential for the use of smartcards in the US is highlighted by Mike Nash, vice-president of marketing for the Smartcard Group at Amdahl, the US computer systems and services company - 'we're offering services a way of easily supporting smartcard transactions without the worry that they may be tied to a cash card system that loses out to a different scheme.'

Amdahl is offering consulting services and systems to banks interested in modifying their computer systems to handle smartcard-based transactions.

Nash says there are three key areas of interest in the US: stored-value cards, loyalty schemes, and cards for storing medical and health information.

'The ideal would be to have a

multifunction smart card that can be used in different applications. As a cash card, for access to financial services, a mass transit card, storing medical data and also as a credit card with sophisticated security features,' he says.

Although there is work on standards that would create the foundation for such a multifunction card, Nash says he is not hopeful of the outcome, and that the reality will be that consumers will probably have to use several smartcards for different uses.

One area where a standard is necessary is in the development of a terminal that can process credit cards, as well as smartcards. 'Merchants don't want to have several different terminals to process different card payments. They want one terminal that can handle both smart card and credit cards,' adds Nash.

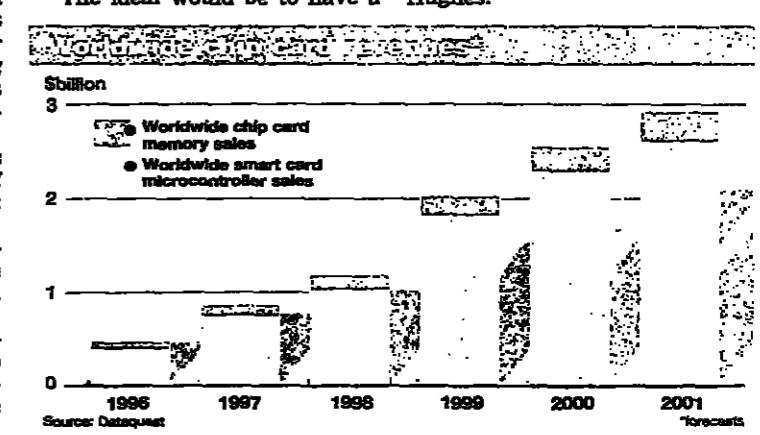
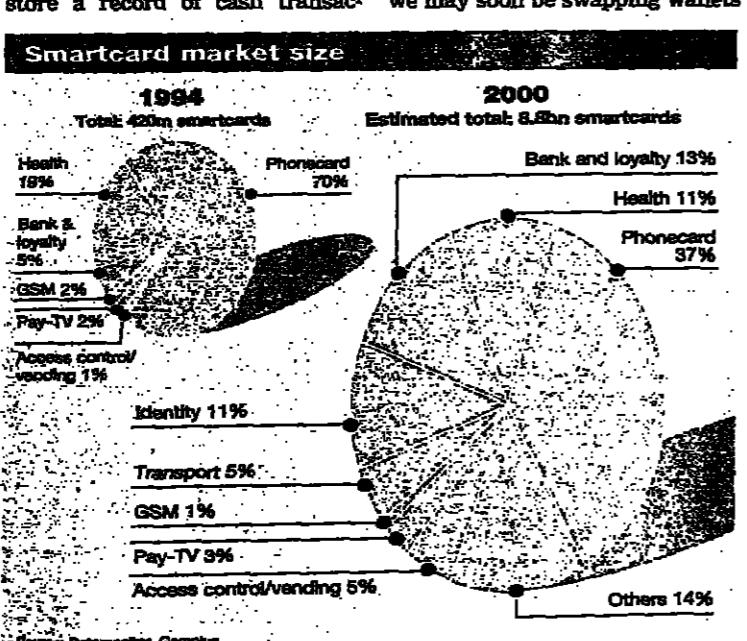
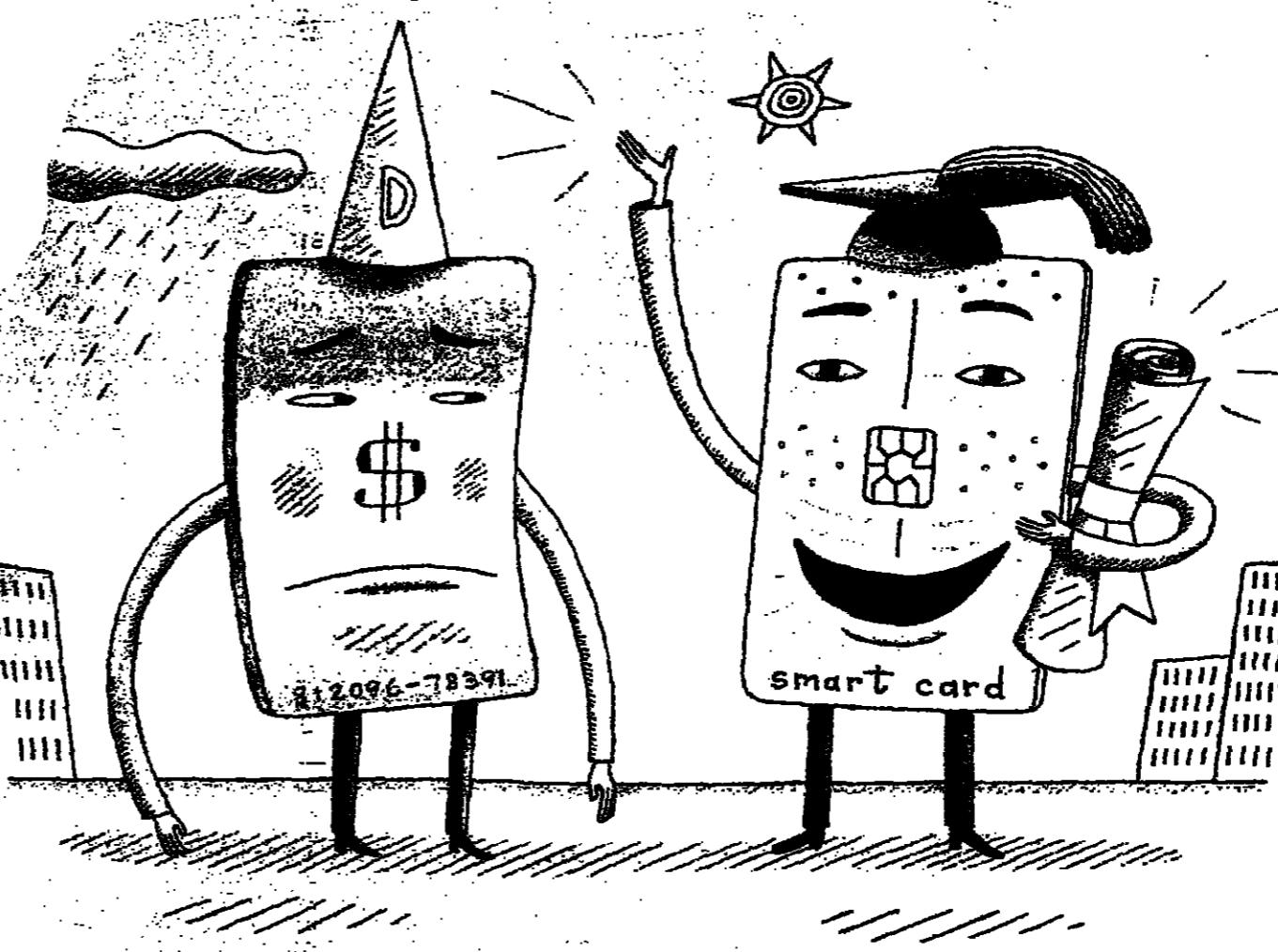
At the same time, smartcard chip manufacturers are working on cards that do not need conventional card readers. For example, Philips is using wireless technology to transfer smartcard stored data to a reader.

These are passive wireless smartcards and are useful in applications such as mass transit, where there are hundreds or thousands of people passing through a specific point. It would be impractical to expect users to pass their cards through a physical reader. With passive wireless smartcards, they can leave their cards in their pockets and the readers will pick up the information,' says Kees Hage, general manager of Philips' smart card group.

These wireless smart cards are being used in Seoul, Korea, where about 800,000 bus passengers each day pay for their trips using the Philips cards. Such cards are about twice as expensive as regular smart cards but in key applications, the extra cost pays for itself in the convenience and other savings it offers.

Kees points out that the wireless smart cards only have an effective range of about three feet because they do not contain their own power source, but future versions will have a larger range and will find new kinds of applications.

Indeed, as smartcard technology becomes more powerful and costs continue to fall, there seems little doubt that their usage will grow - 'we are seeing an explosion of interest in the technology,' says Motorola's Mr Hughes.



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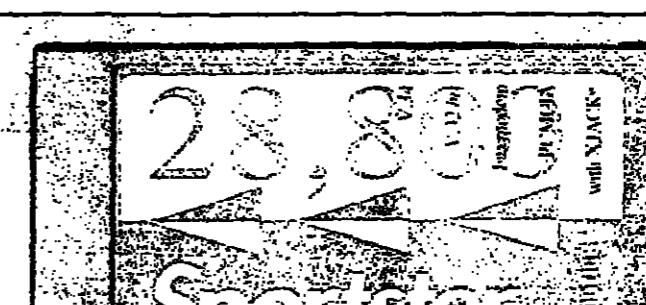
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2 FT - IT

■ Interview with James Barksdale. By Paul Taylor

'Microsoft would like to squash me just like a bug'

Jim Barksdale, president and chief executive of Netscape Communications, is no stranger to competition. Netscape pioneered the fast-growing market for Internet 'browser' software with its 'Navigator' programme, but rivalry from Microsoft, the software giant, is intense

Two weeks ago, in the midst of the so-called 'browser wars', the US Justice Department agreed to re-open its investigation of Microsoft, the world's largest software group. The move came after Netscape Communications, the Internet software pioneer, accused its main rival in the Internet and intranet market, of 'far-reaching anti-competitive behaviour'.

Netscape's willingness to go into battle with the Microsoft marketing machine, reflects the determination of Jim Barksdale to defend Netscape's position in the fast-growing corporate market for software based on Internet standards.

Although Netscape currently dominates the market for browser software, Microsoft has closed the technological gap since Bill Gates, Microsoft's chairman, declared last November that the Internet would be at the core of all future Microsoft developments.

Gates has made no secret of his ambition to wipe out Netscape. The Microsoft chairman and chief executive is on record as predicting that his company will make Netscape's lead in the explosive Internet market, 'moot'. In spite of this, 52-year-old Mr Barksdale - no stranger to tough competition, having previously held top positions at AT&T Wireless Services, McCaw and Federal Express - declares that Netscape remains confident about the future.

Speaking before the Justice Department intervention, Mr Barksdale readily acknowledged that Netscape

faces competition in particular from Lotus Development, now part of International Business Machines, and Microsoft.

"We have a high regard for both of them, great respect and a lot of good friends in both. In fact, I used to work for IBM 100 years ago," he says, smiling. "We think we have a very good competitive position against such formidable companies."

"Basically, from day one we have felt we could take this marvellous new type of open standard software and use it for many things. One of the most obvious to us is to build what are now called 'intranets'. This is the ability to communicate across the company and to use the products for collaborative information sharing, as well as communications, publishing and documentation."

He says Netscape's "basic competitive thrust is best-of-breed products for intranets at best price," and claims that Netscape's core corporate product, SuiteSpot, works out considerably cheaper 'per-seat' than the competition, but he also believes there is plenty of room for all companies to grow.

"This is a new market for all of us. We are just trying to grow at the rate of the market. It's not a staid market where we have to take away share from the other guy to be successful."

"So far, we have been successful and, quite frankly, I'm more bullish about our product line-up now with

SuiteSpot and new products in our intranet server line-up and per-seat pricing, than I have ever been."

Netscape is already the fastest-growing software 'start-up', but can it expect to earn the same margins in the open software world as some of its rivals?

"I don't think we or anyone in this space of open software should expect monopolistic returns," says Barksdale. "But I do think we can have very, very nice margins. I have the additional advantage that I can now distribute my products on the Internet and I can trial-use them on the Internet without having to spend very much money at all to distribute to market to sell or to collect - all of which are infrastructure costs."

In addition, he notes: "We have no 'baggage' to carry with us and no backlog to protect, and so from that perspective we have an advantage. We don't have an overwhelming advantage but we have the best products at the best price."

For the moment, Netscape still has a huge lead in the browser market, but Barksdale says it is "not terribly important" to maintain an 85 per cent market share. "We look at market-share as a sort of inventory or backlog if you will. The reason for having high share is so you can give away share in a pitched battle. It is your reserve. I would rather start in a fight with 85 per cent share than 25 per cent share."

However, he also acknowledges that it is important to keep a large share, "because that is the image of the com-



Barksdale: he also has strong views on the security of the Internet

pany and that is the product that the user sees, and many of these users - who may be using our product at home - are the same IT buyers who go to work. We want them to have a good perception of our product."

Barksdale says Netscape's customers' main concerns are about his company's visibility, about not getting locked into proprietary systems and about Internet security.

He emphasises that Netscape offers open software that runs on a multitude of platforms which makes it much easier for buyers to make decisions. "If you are wrong, since it is open software, you have a low switching cost. So you have the least risk of any vendor you

"The fact is that not a dime has been lost on the Internet. Internet security depends on a public private key encryption technique that is now well-adopted and standardised, that is a very, very secure technique."

"Would I use it though for transferring the secrets of the world? No, I would use probably another kind of network. But the value of what is being transferred is so much less than the cost of cracking, the principle of any encryption technology or any form of security is that it will cost you more to get it than it is worth."

He is also bullish on the prospects for electronic commerce, predicting that within a couple of years it will be a \$1bn industry. But he also notes, "you can make money on the Internet by selling stuff or by saving money."

"For example, my old company, Federal Express. If you want to track a package over the Internet, you just type FedEx, give the package number and it will tell you where it is, who signed for it, when time it was delivered. So you no longer call them - that is in saving FedEx \$10m a year. That is making money on the Internet. That's serious, hard bottom-line stuff."

But he is generally wary of making predictions. "There are all sorts of things happening in the convergence in multimedia. The problem with technologists is they always confuse this clear view for a short distance. So when you ask me to predict exact times, I am going to resist the urge to sound like I know these, unknowable things."

"But I do know this. There is definitely a convergence in the form of media in a point-to-point communications environment.

"Basically, all of the broadcast media - from the printed book to the television - have been a compromise of media to cost. The Internet is a very effective way of reducing the cost, creating a far-reaching, ubiquitous service - just like the telephone."

He also believes that despite the focus on consumer issues, the main use of the Internet technology will be by businesses for the foreseeable future.

"The big opportunity in



Bill Gates: the Internet is at the core of Microsoft's developments

the next five years is intra-business communications within the business - and business-to-business. Communications and collaboration and open software are very big business."

"The PC doesn't have to exist the way we know it. In other words, it will move towards this and the network computer will move up," but he acknowledges, "there have been other attempts at products like this which have not been successful."

He also firmly denies that Netscape's alliance with Sun Microsystems, Oracle and the other backers of network computing is an anti-Microsoft alliance.

"We don't have any back room strategy working against Microsoft. I can't speak for the others, but we think that would be rather non-productive."

Nevertheless, he also notes that he came from a family of six boys: "I always did better in fights when my five brothers were with me than when I was alone. I understand that. We have more alliances with more companies in the last years and a half than you can shake a stick at."

He says he believes Microsoft "wants to squash me like a bug." But he adds: "They can't squash me because I make better products at lower prices for the Internet and intranet. That is my strategy against them - and I also have alliances with an awful lot of people who can market my products. But I don't think I can do much more than that."

□ Focus on California's IT industry; key role for the venture capitalists; see report on pages 12 and 13.

□ Interview with Phil White, chief executive of Informix; see page 17

■ Managing data: business objectives are being jeopardised, says new report

Concern over information overload

Information technology managers in both Europe and the US are growing increasingly concerned that they are not managing the growth of information across distributed computer systems effectively, according to a new report.

The study, *Managing Information Across the Enterprise: Information Growth Triggers Increasing Concerns*, which was commissioned by EMC, the largest independent supplier of storage systems, suggests that four out of every five international IT managers are either 'concerned' or 'very concerned' about their ability to manage growing volumes of information, writes Paul Taylor.

Managers also believe that high-level business objectives are being jeopardised as a result - objectives such as 'generating revenues' and 'increasing competitiveness' are becoming more critical, while 'lowering costs' is still important, but of less concern than in the study a year ago. Three-quarters of all IT managers also said they do not have adequate tools to manage information growth, but performance and response times have leaped to the top of the list of concerns.

Almost 70 per cent of respondents said they are organised, or in the process of organising, around information rather than technology, a strong indication that IT strategy is mainly focusing on using information to reach business goals.

"Businesses face enormous risk of damage to themselves by inappropriately managing their information and its availability," said Mr Phil Payne, UK market director for Sieverne Consulting.

"Emerging trends, such as electronic workflow between departments and companies, plus Internet-based business transactions, have increased the bottom-line cost of downtime and the inability to access information. These risks pose a much greater long-term impact on the overall health of a business than any previous IT challenges faced by these companies."

The survey, which was conducted by Find/SVP, a New York-based market research firm and included

interviews with 600 IT executives, divided equally between the US and Europe, highlights a number of other key concerns. Among them are:

□ Critical applications are moving quickly to open systems and, in turn, generating huge volumes of data which are not being properly managed. Online applications are the main source of

this flood of new information, among these, database applications were mentioned by almost 90 per cent of respondents.

□ The shift towards consolidation of information and open servers in the data centre is gaining momentum. More than 80 per cent of respondents said servers are being moved back under the responsibility of the data

centre and almost three-quarters favour some centralisation of either both applications and information.

□ Blocked information access, or 'information bottlenecks', represent the next unsolved critical problem for data managers.

Copies of the report are available from *Hammer Thompson*, Tel (44) 171 872 5656.



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Focus: IT in retailing

How IT makes customers happy By Penelope Ody

Successful retailers compete on value, not merely on price

In-store IT systems were once confined to clever cash registers. Now retailers seek ways to enhance customer-response and monitor purchasing patterns

Back in the 1980s when scanning systems and electronic point-of-sale (Epos) were still a novelty, retailers' use of information technology tended to involve counting things - goods sold, money taken or items left on the shelf.

Today, the technological emphasis has shifted: instead of "things", preoccupation is with people - tracking shoppers as they enter the store, monitoring customers' purchasing patterns or giving them the technology to do it all themselves.

The retail pundits talk of "customer-facing" systems or "efficient consumer response", while "point-of-sale" is replacing "point-of-service", and "supply chain" is giving way to "demand chain" in the retail vocabulary.

In today's increasingly competitive high street, many retailers have realised that keen prices or promotional "loyalty" schemes are simply not enough to differentiate themselves from the rest of the pack: take something extra.

As Dr Leonard Berry, the JC Penney Professor of Retailing Studies at Texas A & M University and one of North America's leading retail gurus argues, there is one question that all retailers should regularly ask themselves when it comes to considering their future success. It is quite simply: "If our company were to disappear from the landscape overnight, would customers really miss us?"

Those store directors who can honestly answer "yes", he suggests, are the ones where customer service levels are highest, rather than

where prices are lowest.

"Retailers with a future compete on value, not solely on price," says Dr Berry.

"Price is price, but value is the total experience."

That "total experience" is being enhanced by an assortment of leading-edge technologies that can range from use of radio systems for interrogating back-office computers and solving shoppers' queries on the shop floor, to the slick use of interactive media (in-store or in the home) to encourage repeat store visits and purchases.

In supermarkets, "self-scanning", where shoppers scan their own purchases rather than waiting for a checkout operator to do so,

is seen not so much as a means of reducing staff as an improved customer service.

Safeway's "Shop and Go" service - which uses handheld scanners from Symbol Technologies, originally developed with the Dutch chain, Albert Heijn (part of the Ahold group) - is being rolled out to more than 60 stores.

"The system has considerable appeal to our target market," says marketing director, Roger Partington, "especially young families for whom time is at a premium."

It is these customers for whom waiting in line at the checkout - with its tempting array of sweets and novelties - can be especially gruelling.

Somerfield, Waitrose and Superquinn in Ireland are among a growing number of retail chains piloting similar customer-operated systems.

Self-scanning systems had been trialled - unsuccessfully - more than 10 years, but it is only now as customers become familiar with high-tech systems that the concept seems to have taken off.

It has been much the same with multimedia which first had an airing back in the early 1980s using cumbersome 12 inch video disks.

Numerous schemes have been tested since then and most have failed: notable exceptions include Florsheim's shoe-selling kiosks in the US or the Zanussi infor-

market without a conventional network of car dealers which has a children's "design a car" kiosk to keep the little ones amused while the parents concentrate on buying the real version through a neighbouring kiosk.

Many observers see these experiments as a simple stepping stone to selling direct to the home via interactive television or the World Wide Web - although even here not all experiments have been successful.

Michael Rollens, president of the New Media Network in the US is not alone in his critical opinion of current electronic shopping. He suggests that most "break the basic rules of retailing" with their limited merchandise ranges, erratic delivery and poorly thought-through concepts.

Many early entrants in the home shopping arena, such as Time Warner's Dream Shop, have already gone out of business, while others - such as IBM's World Avenue, comprising 20 retail "shops", and e-Shop Plaza, which has just been bought by Microsoft, are proving extremely slow to really take off.

"In general, the Internet is not a very exciting place to go shopping," says Mr Rollens. Such high profile developments apart, much of the customer emphasis of "retail IT" is concerned with fast identification of - and response to - changing patterns of demand.

Bill Gilmour, retail partner at Coopers and Lybrand, the management consultants, shows how "exploiting the data" can drive better business performance. He



This advanced NCR check-out system out at this Sainsbury Savacentre is linked to a data warehouse which allows the company to quickly measure sales performance for all products, plus sales patterns at its stores throughout the UK



This portable personal barcode scanner allows customers to total their bills as they shop. The scanner, from Symbol Technologies, works with an ICL computer system: see report, page 9

is discussing world of data warehousing, shopping basket analysis and of seamlessness systems' integration so that store managers can access just about anything from anywhere. On the shop floor, this can mean electronic penspads to communicate with remote systems to solve *ad hoc* queries, while for merchandisers it can mean digital cameras and laptop computers. A typical user is the C&A subsidiary, Hamells, which has installed a fully-integrated Windows application from Business

Developments which allows its buyers to use digital cameras to input images of their latest selections. From overseas buying trips, these images can be transmitted to colleagues back home for comment. Alternatively, they can be stored in the system and then used to create merchandising ideas for display staff or provide new product training presentations for staff - all to be ultimately transmitted to the PC-based EPOS tills in branches.

"We see this as an important range development tool," says operations manager, Mike Randle, "as buyers will be able to develop merchandise moods more easily. If we can send pictures of new lines and display recommendations to the branch staff before the goods arrive in store, then it helps to create more interest about the products and will also encourage them to alert good customers about expected styles" - yet another way for IT innovation to add to that total "service offer".

overload

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Focus: IT in retailing

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■ Impact of data warehousing • By Penelope Ody

Number-crunching produces vital sales information

Retailers are at last starting to make full use of mountains of accumulated data – with highly profitable results

For a decade, many leading retailers have collected reams of item-level sales data, numerous lists of which products customers bought during a single shopping trip, information on hourly trading peaks and troughs, and enough numbers to allow comparisons by any product, any branch or by any time of day.

Unfortunately, the number-crunching needed to pull the facts into a truly useful report generally meant that management information was limited to exceptions and trouble-shooting.

With modern client-server and powerful data warehouses now replacing lumbering legacy systems, retailers are at last starting to make full use of all that

accumulated data – with dramatic and highly profitable results.

In the UK, Woolworth installed a Tandem processor, SQL database and Microstrategy's DSS Agent management tools last year.

The system allows users to pull any data – gleaned from transactions, supplier or store records – from the central repository and assemble it into a multi-dimensional format for further analysis.

"It allows us to measure performance across any group of products and any combination of stores," says MIS director, Dan Bernard. "For example, it has made it very easy to establish performance in our 'price crash' promotions where we cut the price of kitchenware in those stores where we were competing head-on with a particular chain of hardware discounters."

Woolworth has also been able to monitor merchandising experiments more successfully: before Christmas, various Disney lines were brought together into a special section in some branches and spread

through conventional departments in other stores.

Managers were able to monitor the success of the experiment on a daily basis, whereas previous trials demanding the analysis of a group of seemingly random product codes had tied up the IT department in a week-end of number-crunching.

Data warehousing is also helping chains to tailor their product assortment to local demand more precisely. In general, large retailers have found it almost impossible to fine-tune product allocation to meet local purchasing trends so that fluctuation in demand leaves over-stocks in some areas and a dearth of merchandise in others.

In the US, lingerie specialist Victoria's Secret – using a similar Tandem/Microstrategy solution to Woolworth – reckons to have improved sales of some lines by 40 per cent by changing its size distribution without increasing stock levels over-all.

"We've also identified a potential for \$3m savings in mark-down expense by varying promotions on a particular class of merchandise," says vice-president for IS, Richard Amaral.

UK retailer WH Smith, which has installed a massively parallel processor from NCR Teradata, began using its data warehouse to improve product assortments and marketing although use has now spread throughout logistics and finance areas as well.

Conventional local analysis becomes "a self-fulfilling prophecy," says Hugh Reader, IS director for WH Smith Retail. "The marketers say that the main catchment area is 'type X' customers, you stock products to appeal to 'type X' and you attract those sorts of shoppers."

"We can now look at what actually sells in a particular store and rapidly pick up on product types that perform well from Epos data, but which don't necessarily conform to the original store model. Thus, product assortments and ranges can be revised to match real rather than theoretical local demands."

As experience grows, merchandisers are matching local consumer expectation and demand to product assortments, rather than simply pumping standard goods into each marketplace.

"It is transforming the way we do business, making us more dynamic and responsive," adds Mr Reader.

The system is also helping with advance trend-spotting and sales forecasting in the fictitious world of computer games, for example. WH Smith has been able to pin-point which are emerging best-sellers and which fading from fashion and has been able to amend orders accord-

ingly: in the old days it could take seven days to assess performance, but with the data warehouse the same analysis is achieved in a few hours.

"WH Smith has been undertaking some fairly radical restructuring and reorganisation in recent months," adds Hugh Reader. "If we hadn't adopted the data warehouse approach when we did, then those changes in the business would have been much more difficult to achieve."

The data warehouse could, theoretically, hold information about every aspect of

the business from customers and product lines to staff records and financial information – and given the increasing integration of retail departments, this could eventually become an attractive option.

Retailers in the vanguard of data warehousing have preferred to start with simpler, more focused developments. In the US, for example, mail order specialists Land's End have used IBM solutions to develop a customer database which helps target promotional offers to those shoppers most likely to respond to them.

Petrol retailer, Fina has preferred to start with fuel sales and uses its IBM database application to monitor sales at 1,500 petrol stations on a daily basis, using modelling tools to simulate competitor activity and distribution problems in planning deliveries.

Also in the US, Food Lion, which has 1,074 supermarkets across 14 states, is using a Red Brick data warehouse for category management – an aspect of Efficient Consumer Response (ECR) which generally involves close co-operation with suppliers who help co-ordinate product choice and space allocation with a specific merchandise category.

The system manages product categories by store level, creating a massive 100 gigabytes of raw data which is accessed by 65 merchandisers.

"We made a strategic decision to move to category management about 18 months ago," says Ames Flynn, director of systems services. "We needed to find a data warehouse that would give our users the flexibility to analyse data from several dimensions."

As users realise just what sort of queries they can solve using the data warehouse resources, so the range of complex tools for data mining, linear programming or regression modelling grow.

Most are designed to run under Windows and appeal to the non-computer expert.

Equally, while many data warehouse solutions simply demand a common pot of information which managers can tap into at will, the data-mart concept, where this raw data is pre-digested and formatted, making it easier and faster for managers to access, is also gaining ground.

These systems generally use on-line analytical pro-

cessing (Olap) servers which pre-compute all possible combinations of actual and derived data, so when the users asks for a report on products X, Y and Z in branches A, B and C, the information is quickly retrieved by accessing labelled data elements.

The UK shoe retailer, Clarks is installing a system using Essbase from Arbor Software with an Arthur planning system from Comshare. "We have a database covering more than 600 shops," says project manager Richard Crozier. "Accessing the data directly proved too slow. So we're putting in the data mart level between database and users which is improving access times."

This type of approach could become even more common as the data level rises. In the US, American Stores has spent the past 18 months putting certain aspects of its food business into its data warehouse. The total so far is a third of a terabyte of storage (333 thousand million bytes), and once 'non-food' is added, that is set to rise to 2TB within another 18 months – and all that using what system designer, BACG, describes as "lightly aggregated data".

"In our system we don't currently capture every item in every basket and record it individually," explains Charles Cowan, product director, merchandise for BACG. "We combine it by day or week and by price, so a retailer knows he has sold, say, 10,000 wholemeal loaves at \$1, and 2,000 at a markdown price of 80¢. There's a lot of interest in recording market basket data, but the storage needed is the biggest problem."

Mr Cowan believes that just as a few years ago gigabytes were associated with mainframes, but now are commonplace on PCs, "so with terabytes – by the end of the century 10TB is going to be normal for a data warehouse," he says. "We are already looking at developing tools and applications to support that sort of operation."

For those retailers determined to be first in the field, pioneering costs are likely to be high – typically, software to manage a data warehouse on the scale of American Stores' will be well into six figures – and the hardware will be multi-million – with the emphasis on "multi", he says.

■ The supply chain • By Tom Forster

It pays to share data

Retailers can now plan promotions for best effect, rather than launch a blanket, scatter-shot approach, by using new IT sales data systems

It may sound like a meaningless marketing phrase, but Efficient Consumer Response (ECR) is becoming a key factor in helping retailers in the US to expand their sales and profits by sharing sales data between retailers and their suppliers.

However, this sharing of data involves a significant element of trust that must overcome a traditional tendency not to share customer data. Companies that are able to overcome their initial fears, are discovering that ECR can quickly pay for itself.

ECR was developed in the US in the early 1990s by the US consulting firm Kurt Salmon Associates (KSA), working with the US Food Marketing Institute. KSA proposed a series of "best practices" models to cover such areas as direct store delivery, category management, and computer-assisted ordering.

Although the various components of ECR are familiar to retailers the world over, ECR is promoted as a complete package of IT-related components that work to remove inefficiencies in a retailers' supply chain.

The basic concept of ECR is straightforward: retailers collect data on what their customers are buying, the amounts sold and which geographic markets favour certain products. The information is passed back to suppliers who tailor their production and delivery schedules to ensure that products reach the retailers' customers.

With modern IT solutions, it is possible to capture and distribute such data in almost real time. Electronic point of sale (Epos) data can

be sent straight back to a supplier's computer system which can then schedule new deliveries.

Other benefits of ECR allow retailers to identify slow-moving and unprofitable products and tailor the contents of a supermarket to its local customers. For example, one supermarket chain found that although a Greek-style yoghurt it carried in some of its outlets was not profitable, it drew in up-market customers who purchased large amounts of other more profitable products.

ECR can also provide retailers with better information on how to plan promotions for best effect instead of a 'blanket' approach – and it allows for more efficient product introduction, a key factor in the grocery market which sees thousands of new products competing for limited shelf space every year.

But sharing customer data is a sensitive issue. Collecting such data can be expensive and organising it into useful information is sometimes difficult. Sending this information to a supplier instead of just sending an order seems to run against the grain for many retailers. While ECR has taken off in the US, European retailers are traditionally more conservative and there are some concerns that ECR may be somewhat over-promoted.

Although ECR is applicable to virtually any retailer, it is the grocery chains that have been at the forefront of implementing ECR methods.

"Margins are very low in grocery retailing. Sometimes the manufacturer makes more money than the retailer, so anything that



Data management: Safeway, the food retailer, uses IBM software for its data warehouse system, helping the company to increase profitability and market advantage

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Continued on next page

Focus: IT in retailing

FT - IT 5

Retail systems integration • By Geoffrey Naim

How to gain a 'global' view of the business

Retailers have long used IT to boost efficiency and cut costs, but now they want to unlock the full potential of technology to create a more customer-focused retailing model

Systems integration seeks to break down information barriers, allowing retailers to pull data together to obtain a truly 'global' view of their business.

Acquisitions, multiple store formats and shortsighted investments in the past have left most retailers with a mish-mash of hardware and software 'whose whole is too often less than the sum of its parts'. The drawbacks of such systems become more apparent as retailers try to shift from an essentially paper-based culture to an integrated online environment better suited to today's fast-changing trading conditions.

"Systems integration is always an issue when you try to build a common platform," says Jonathan Eales, the IT services controller at Woolworths, the retail group in the UK.

"Not long ago we had just a mainframe - now we also have five IBM AS/400 computer systems, a Tandem data warehouse and a number of networks."

Integrating these different systems to work well together has proved a challenge - "it's no good having a super data warehouse if you don't have a good system to actually deliver the merchandise or stock-tracking systems in stores," he says. Many retailers want to move from mainframe-centred systems to distributed client-server environments that offer greater flexibility and allow powerful applications to run at both head

"At the moment, we can't

analyse the Epos data," says Rolf Wild, an IT manager with Migros Genossenschaft, part of Swiss retail group Migros. It has invested heavily in front-of-store technology, installing ICL Epos scanners and ISS400 store management software. The terminals can handle foreign currency and electronic purses, while customers in rural areas, who cannot get to a bank, can withdraw cash without making a purchase.

In contrast with the in-store innovation, the central IT functions have lagged behind. Migros is now trying to catch up by building an Oracle-based data warehouse to allow head office staff to analyse Epos data. The company wants its new system to integrate with existing and future applications.

"We built the application programming interfaces before we built the system.

Systems integration is an attractive market for IT vendors

This means we can put in another system without having to start from scratch," says Rolf Wild. Several software houses have developed applications to integrate store-level functions previously handled separately.

CounterPoint from the US firm Synchrotron, is an example of this new breed of tightly integrated packages and it covers the full range of retail functions, from Epos handling and order processing to inventory management and credit card processing. It also has modules to handle electronic mail, labelling and the special



Potential goldmine: leading retailers such as LL Bean, Autozone, Safeway, Bass, ShopKo and Lowes all use IBM software to overcome the information overload to sift through raw nuggets of sales data

needs of fashion retailers. The software runs under DOS or Unix.

Nevada Bob's, a worldwide chain of golf shops, is installing CounterPoint on IBM's SureOne PC-based Epos terminals in all its US stores.

The aim is to centralise Epos operations and automate stock replenishment by linking Nevada Bob's suppliers to the Epos terminals.

Another example of tightly integrated software comes from Schedule Works, a UK firm. Its Integrated Service Management System optimises staff scheduling in stores, so improving customer service and reducing staff costs. ISMS can cope with the complex shift patterns typical in retailing and integrate with a central payroll system, so reducing the need for head-office staff to manually process time sheets.

Store managers can forecast customer traffic and schedule staff to match the varying traffic during the day. The latest module in ISMS uses video cameras to count customers in the store and compare them with predicted traffic, so giving early warning when checkout queues are likely to form, for example. The video-based system was recently installed in a branch of Savacentre supermarket, part of the Sainsbury group.

"The technology has not been available to measure store performance, so for years nobody knew anything about what customers were doing in stores," says Michael Buckley, marketing manager at Schedule Works.

A central aim of ISMS is to give managers real-time snapshots of how the store is performing throughout the trading day.

"Key performance indicators", such as sales per hour worked, are displayed graphically on a PC. Warning messages flash when service levels drop or costs rise. Managers can be kept informed on the store floor using one of the new generation of multifunctional mobile computers for retailers, such as IBM's SurePoint.

The SurePoint is pen-based handheld device that allows managers to obtain information about the store's operations via a wireless network.

Alternatively, sales staff can use the terminal to make order enquiries for customers and process complete orders, thanks to the SurePoint's Epos functions, while an integrated scanner allows inventory management.

The ultimate in integrated software comes from the UK software house, Business Development. Fashion Yield is a suite of programs that aims to cover all the needs of a fashion store, from buying to foreign buying trips using a notebook computer and transmitted back to head office via the Internet. This speeds decisions and shortens time to market - particularly important for fashion retailers.

The second module, Yield Display, is aimed at visual merchandising and sales-based ordering for many years, although smaller retailers are only just beginning to adopt more of the ECR philosophy.

Merchandise images can be dragged and dropped on to display units and the visual impact judged from different angles by "walking through" the virtual store.

Improving the supply chain

US suppliers set the pace

Continued from facing page:

the use of ECR. Walmart has been a leading exponent of what is called Vendor Managed Inventory (VMI) in which the supplier is responsible for forecasting demand, and stocking the shelves, and getting paid only when there is a recorded sale.

US manufacturers such as Tambrands US, have reported big increases in sales due to VMI. And Welch's, a supplier of grape juice, reports that VMI has helped to boost its sales through Walmart by 25 per cent.

But in Europe, there is still scepticism towards VMI. Sainsbury's for example, sees VMI as turning over a key asset to their suppliers and it believes it better understands its customers than its suppliers. This is certainly true if the retailer decides not to share customer data but if it can supply the right kind of data, and the right quality of data to suppliers, such concerns can be eliminated, says ECR

ECR is also emerging as a key method in bringing new products to market. Bass Brewers, for example, said it managed to introduce its Hooper's Hooch Alcoholic Lemonade in just six weeks from product idea to delivery on store shelves.

But for many retailers and suppliers, the holy grail of ECR and all its benefits is a distant promise as they have not yet developed basic IT systems that can give them an accurate picture of their inventory levels and customer buying habits.

Eventually, ECR will lead to an electronic link direct to the customer. Andersen Consulting predicts that by the year 2005, as much as 20 per cent of commodity groceries will be bought without going to a traditional grocery outlet. Retailers and suppliers, thus need to be more focused on the consumer - or risk getting left behind by more adept competitors.

Logistics and the supply chain: see report, pages 10

Mike wants to install Lotus Notes Release 4.

If 2,352 people in 8 departments will use it, how many servers will Mike have to add?

a) 8 b) 16 c) 24

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Solutions for a small planet

VI
6 FT - IT

■ On-line retailing • By Christopher Brown-Humes

Few things excite retailers - or divide them - like the outlook for electronic home shopping.

According to one view, shopping over the Internet and other new media is over-hyped and floundering.

"Electronic shopping will have no impact in the next five years and minimal impact in the next ten years," says Mr Richard Perkins, Verdict's senior retail consultant.

But other experts predict on-line shopping could account for as much as 30 per cent of retail sales by 2005, suggesting a big revolution in shopping habits within ten years. In the US that would make it worth up to \$150bn and in the UK up to £21bn, according to the consultants Cap Gemini.

Verdict's argument is that the technology is not yet adequate and consumers are not ready for electronic home shopping - "the fundamental problem is that the majority of people like shopping. They prefer to see, touch, try out and try on goods they are thinking of buying," it says.

The alternative view is that technology is improving rapidly, that Internet use is rising quickly, and that on-line shopping will be natural to a generation brought up on computers and Nintendo games.

Increased pressures on time plus rising traffic congestion also favour on-line buying. Electronic home shopping comes in many forms, but the main ones are the Internet, TV cable and satellite, and multimedia kiosks.

The phenomenon is furthest advanced in the US, which has deeper personal computer penetration rates than other countries and a

Views clash over electronic home shopping prospects

A revolution is retailing - or just an over-hyped concept? On-line shopping comes in many forms and the experts remain divided

MALCOLM PUT IT THERE TO INJECT A NOTE OF REALISM INTO MY HOME SHOPPING



frightening aspect for established book retailers is that it has risen from nowhere in little over a year.

Most experts believe there is a future for on-line retailing for commodity items, such as wine, chocolates, CDs and videos, flowers and standard groceries. Indeed, many projects have already been launched in these areas. But observers are more divided about the potential for items such as clothes and fresh fruit where "feel and look" are more important.

One sector that could be revolutionised by technology is catalogue shopping. The

involving a switch from printed material and post to screen and on-line buying. Indeed, Jeremy White, chairman of Nettex, a specialist in corporate clients and the Internet, predicts that as much as 50 per cent of catalogue buying will be done electronically in the US by the year 2000.

In the UK, home shopping groups are starting to take these possibilities seriously.

The most ambitious move so far into on-line retailing has been made by Great Universal Stores, the UK's largest mail order group, with the launch of ShoppersUniverse.

In general, UK retailers have been slow to embrace the electronic shopping revolution. Although many are putting up web-sites, they are advertising their wares rather than selling them.

Those who are offering Internet sales are doing very little business. This is mainly blamed on low levels of personal computer penetration and difficult internet access. But that is changing rapidly, with some experts predicting that 5m people in the UK could be linked to the Internet by the year 2000.

Retailers have plenty of reasons to sit on their hands and do nothing, not least because they do not want their stores to turn into ghost-towns. But, equally, they do not want to be bypassed by manufacturers, foreign retailers and start-up operations.

Apart from the over-riding question of personal computer penetration rates, a number of issues have still to be resolved before the credibility of electronic home shopping is enhanced. They include cost, distribution (people physically being at home to take delivery of goods as they are not stolen and frozen goods do not melt), and the speed of log-on times and graphics quality on the Internet.

There have also been widespread fears about fraud on the Internet and credit card numbers getting into the wrong hands. But the concern is acknowledged, and encryption techniques and other secure trading mechanisms are being developed.

Some say you are more likely to suffer credit card fraud when paying for a restaurant meal.

Electronic shopping is clearly going to expand, but at what pace is hard to say. The expansion will take many forms. Mr Rick Peel, of the COBA consultancy group, says: "People are going to use different media at different stages of the shopping experience. They may browse on the Internet, for example, but still purchase in a shop."

He adds: "We believe the impact of multimedia on shopping will be as much in the street, on the move and within traditional retail outlets as it will be in the home."

Peapod service saves time and adds value

CASE STUDY Home shopping in the US • By Tom Fossen

US-based Peapod is one of the premier home shopping services using electronic links from the customer to a local supermarket to deliver groceries to a home by and by name.

Peapod customers report that they can save three to four hours each week by using the on-line service. Peapod adds further value with its software by offering nutritional information on the grocery products and also recipes.

The service costs \$6.95 per month and customers pay a \$6.95 delivery fee and five per cent of the total grocery bill. Orders are made via computer and computer modem using Peapod's proprietary software which is available for IBM PC and compatible personal computers and Macintosh computers.

Users can download the software from the company's Internet web site and make their grocery choices from the list of products offered by a local supermarket. They can use discount coupons in the same way that they would if they actually visited the store, and Peapod will offer comparable substitute items automatically if the specific product is unavailable.

The grocery selection is made either through the creation of a personal list of regular grocery items or by regular grocery items or by

roaming the virtual supermarket by individual aisle. Shoppers can also choose items by category and by name.

Peapod says that most of its customers shop between 8pm to 1am, usually slow times at US supermarkets. The average time shopping is 37 minutes with an average order of \$100, made about twice per month.

Peapod's main focus since its founding in 1989 has been on the shopper, but it also realises that the data it collects on customers' buying habits can be useful to research companies.

Peapod customers in the future may be offered new products as a marketing test before the products are available elsewhere.

In a way, Peapod is an extension of the supermarket into the home and thus could be an important component of a retailer's efficient consumer response strategy.

The main drawbacks are that even in the few US metropolitan areas that the service is available, it is limited to just one leading supermarket. Offering a home grocery shopping network that gives users a selection of supermarkets would give users a chance to take advantage of different promotions and patronise their favourite supermarkets.

Peapod is promising more retailers in the future as it expands its service further.

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US retailers lead the way with ECR applications: here a service terminal from ICL is used to help design a dream kitchen for a potential customer at a branch of Courtesy Stores

■ European viewpoint on ECR • By Gert-Jan Von Loo

Potential for big savings in the food industry

Up to \$33bn a year could be saved by applying 'efficient consumer response' (ECR) principles across Europe's grocery industry

While 'efficient consumer response' is a hot topic with US retailers - see reports on pages 4 and 5 - their European counterparts did not share the same early enthusiasm, claiming that an idea born in the US would not adapt to Europe's different retailing environment.

New research suggests this is not so and Europe's grocery industry could, in fact, cut its prices by \$33bn, or 5.7 per cent, by fully applying ECR principles.

Europe is now a promising market for ECR: its consumers have become more demanding, distribution costs have risen, while saturated markets have clipped food retailers' expansion plans and forced them to seek new growth from their existing stores.

Retailers thus need to know their customers better and respond faster to their changing demands. ECR aims to do this by breaking down the barriers between manufacturer and retailer that have traditionally slowed distribution and increased costs.

"ECR has two major benefits: on the supply side, it dramatically lowers costs and reduces inventory levels, while on the demand side, retailers get new growth," says Michel Tatibout, ECR co-ordinator at Coopers & Lybrand's Paris office. The management consultancy advises the European ECR Board, set up in 1994 by a group of 20 leading consumer good manufacturers and retailers.

Coopers & Lybrand conducted pilot ECR projects with 15 member-companies in seven countries and calculated that savings of \$33bn could be achieved by applying ECR across Europe's grocery industry.

The comparable figure for the US is \$24bn, equivalent to a cut of 8 to 10 per cent. Of the potential European price cut of 5.7 per cent, the lion's share - 4.9 per cent - comes from lower operating costs, while a smaller saving, 0.9 per cent, is achieved

by manufacturer and retailer reducing their stock levels by an average of 42 per cent. Synchronised production is the most significant factor in cutting stock levels, while the most effective method to reduce operating costs is supplier integration.

France is a particularly promising market for ECR. Two of the largest retailers, Auchan and Promodes, owner of Continent hypermarket chain are members of the European ECR Board, as is Danone, the French food manufacturer.

Growth in the French grocery market is slow because of legal restrictions on new sites and price controls to protect smaller shops, while the hypermarket and supermarket sectors are intensely competitive.

The advantage of ECR is becoming much more obvious to French retailers who have to increase the efficiency of their existing square metres," says Tatibout. Many of the ideas ECR incorporates have already been adopted by Europe's leading food retailers and manufacturers, though they do not necessarily "buy" the whole ECR philosophy.

Using EDI and Epos terminals, automatic store ordering and synchronised production can be put in place, so cutting stock levels and distribution costs and allowing retailers to respond quicker to new customer demands.

In the Netherlands, retailer Albert Heijn has set the pace with sales-based ordering, automatic replenishment and technologies such as EDI.

"In two years, all our suppliers will be using EDI," says Gert-Jan Von Loo, manager for store systems at Albert Heijn. "The first priority is to reduce paperwork between suppliers and our warehouses. The second is to shorten lead times."

Albert Heijn is a member of European ECR Board and claims to be the largest Dutch food retailer with \$40

outlets. It started to streamline its logistics in 1994 when it introduced its "Today for Tomorrow" concept: goods ordered today arrive at the supermarket tomorrow.

Before, Albert Heijn had a patchwork of warehouses with different ordering cycles and delivery frequencies for different product groups. Today, there are just four regional distribution centres that handle all types of product and only two goods flows - refrigerated and non-refrigerated.

Deliveries to the stores are made daily in smaller, more manageable quantities and the orders for the following day are obtained from the Epos sales data of each store. These are sent overnight from the stores' Unix systems to a central IBM mainframe.

Albert Heijn wants to go further and reduce lead times from 18 to less than 10 hours. It is also working with its main suppliers, such as Dutch brewer Heineken, on a concept called "total supply chain management".

Orders from stores are passed directly to the supplier so that within six hours of an order being received, it will deliver the goods to one of Albert Heijn's distribution centres.

The idea benefits both parties: the retailer eliminates the large stocks previously carried in its stores and distribution centres, while Heineken gets round-the-clock information about what its consumers are drinking.

This, according to Coopers & Lybrand is typical of how ECR will be applied in the future. Once distribution has been streamlined and costs cut, future battles will be fought over "category management" - meaning product launches, promotions and optimising the mix of products on shelves.

Here, sophisticated data base systems, fed by Epos data, will play an essential role in helping retailers better understand customers' spending habits and stock their shelves accordingly.

Focus: IT in retailing

saves
valueRetailers jump
on the loyalty
bandwagon

With the increase in loyalty cards, retailers are using IT to keep track of their customers

Not so long ago, the plastic in your wallet was usually associated with getting money in and out of your bank. Today, it is more likely to be labelled "Reward", "Spend & Save" or "ClubCard", as retailers jump on the loyalty bandwagon and rush to issue yet more cards.

In theory, these are designed to help retailers get closer to their customers and produce a shopper database for direct marketing - matching the offer to the individual. But database maintenance is expensive and, in practice, most retailers avoid making mailshots too personal. The fear of committing some highly publicised blunder by misinterpreting an individual's history of purchases or using out-of-date information is a potent deterrent. As a result, all card-carrying customers tend to be given the same rewards and promotional mailshots.

With schemes often offering an effective 1 per cent discount to all, those rewards soon mount up. Tesco has issued nearly 11m cards of which around 80 per cent are deemed "active". Database management is outsourced and there has been little attempt, so far, to limit the benefits to "non-active" shoppers or even to contact them and discover why they so rarely visit the store.

Sainsbury and Safeway both have around 4.5m card holders. Safeway is addressing the marketing issue with a multimillion-pound investment in IBM's System 390 platform with DB/2 database tools and parallel query capability to manage this expanding customer database.

"We want to understand the needs of different customers," says Mr Steven Taylor, Safeway's controller of relationship marketing, "and do finely targeted, specific promotions that will be more relevant to shoppers. Equally, we must not abuse the information we can obtain from basket analysis and jump to conclusions about lifestyles and purchases - it is going to need sensitive handling."

The new database is initially under IT control with database manager and a team of specialists who will analyse and format the information for various departments. But eventually line managers may have more direct access to the raw data as application tools improve.

"As well as using the database for communications with customers we want to use it to improve space allocation and product placement to better understand what gets bought and in what combinations," says Mr Taylor.

Use of loyalty cards is more widespread in the US than in Europe. US retailers have realised that shoppers need to be rewarded differently with the high spenders encouraged to buy even more. US experience suggests that the top-spending 30 per cent can contribute 75 per cent to sales volumes while the bottom 20 per cent will account for less than 15 per cent of the profits as they cherry-pick the product assortment for special cut price offers.

"You need to have a different price and benefits package for different customers," says Mr Brian Woolf, president of Retail Strategy Inc, "and this should be based on an estimate of their economic worth to the organisation. Loyalty is a misconception - it is really about economics and there is a real need to de-average customers and focus on economic value."

For Mr Woolf, "customer specific marketing" is the key, with technology seen as an enabler to identify the most profitable customers and calculate the "direct customer profitability". Systems can be used to identify how frequently customers shop in the store and monitor how recently they have made purchases to focus attention on the regulars.

He believes that within eight years, 80 per cent of retailers will have de-averaged their customers and will have tiered loyalty pro-

By Peter Knottman. By Michael Dempsey

Car buyers' screen test

Multimedia sites allow customers to stay out of the showroom and in control

In spite of its global scale and vast resources, the motor industry still finds it less than easy to capture the public's attention. A prime time TV advert for a new saloon car costs around \$4m to produce and broadcast, but achieves no more than getting potential customers into the showroom.

The traditional barometer of showroom success is the ratio of test drives to sales, so anyone agreeing to a test drive is heading towards a purchase. In the UK, the normal ratio of test runs to sales is three to two, meaning that 66 per cent of people who agree to take a car for a test drive go on to sign up for a new vehicle.

In 1991, UK car dealer Camden Motors took part in an experiment aimed at testing new approaches to selling cars. Under the auspices of Esprit, the European Union's high technology initiative, Camden Motors tried to address potential custom-

ers through the medium of video kiosks, set up at administrative sites of Camden's parent company, Barclay's Bank.

According to John Bacon, development director at CarShop, the company that emerged from the experiment, the setting was crucial. Because the customer had to feel in control and that the procedure was convenient, it was necessary to allow access to information from outside the showroom.

At the kiosk, the customer sees a 17in touch screen connected to an Olivetti PC. The screen displays a steering wheel and dashboard that, when pressed, unveil a video clip using a well-known British actor. He provides a familiar figure who explains the purpose of CarShop. Information about the range of cars available can then be accessed and a simulated test drive is offered.

Data which changes infrequently is on CD-Rom, allowing CarShop to replace them when big product items are changed. The more volatile information, such as car prices lists that may change frequently, is held on hard disk. At first sight, it would

seem sensible to reverse this order, with the easily replaceable CD-Rom holding information which changes. But with each terminal linked to CarShop via an ISDN phone line suitable for data transmission, those volatile facts can be altered remotely rather than delivering quotations on the value of the customer's existing car.

The car retail sector was already familiar with a computer system called Motor Trader that contains this data and Bacon believes the familiarity created by Motor Trader prepared the ground for CarShop - "what we did was to put a window on this that customers could use".

The transaction is two-way. The Unix processor polls the local terminals overnight and interrogates the kiosk activity through a specialised database. Of the programme - an off-the-shelf purchase from software house Standard IQ - Bacon says: "This allows us to measure when a customer goes into various sections of the application and how long he stays there. We can then sep-

arate the functions, finding how long people spend looking at finance packages as opposed to used-car values, for example."

CarShop says that serious potential purchasers are marked by certain characteristics - "if you're looking at a valuation on your existing car, you're certainly thinking about buying a new one". For access to that kind of information, kiosk browsers must leave their name and address.

CarShop, acknowledging that most customers will not have touch-typing skills and will be using one finger, cut out another barrier to user acceptance by developing an onscreen keyboard with an alphabetic order of letters instead of the traditional "qwerty" arrangement.

A postcode with a name and house number are all a user needs to leave, allowing the Post Office address file to determine the remainder of a domestic address. "I'm a retailer not a technologist," Bacon, citing the provision of a live, online link for kiosk users, says: "All of these technical decisions were driven by retail arguments. My view was that it



John Bacon: I'm a retailer, not a technologist

was not a commercial proposition because the purchase of a car takes six to 12 weeks. Whether you get hold of a quote in one day or two days is immaterial."

Each kiosk costs £6,000-£8,000, and CarShop, which had to match the grant pound for pound, received £330,000 of EU funding for what appears to be a very successful project. Bacon claims the kiosk trials boosted the test drive-to-sale ratio from 66 per cent to between 83 per cent and 94 per cent and, in its final review of CarShop, the Esprit directorate rated it a world-class solution.

More kiosks are being installed as CarShop moves into an independent existence with a staff of 55. Since its commercial launch in March, CarShop says 65,000 people have used the system. Camden Motors is not the only UK car retailer to take a critical look at the traditional salesroom. Korean carmaker Daewoo made a dramatic entrance into the UK market in April 1995, dispensing with commissions for sales staff and offering the customer a sales environment free from the perceived annoyance of eager salesmen.

Multimedia touchscreen kiosks were installed in every outlet, with Daewoo's advertising leaning heavily

Continued on page 9

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Focus: IT in retailing

By Christopher Brown-Hunter

lead a
year

Self-scanning puts customer honesty to the ultimate test, but the stores have built-in safeguards

Supermarkets have long wanted to cut check-out queues. Now some are giving customers a chance to avoid them entirely thanks to self-scanning, a system that turns the shopper into a check-out assistant.

It works simply enough: customers get a hand-held gadget - about the size of a mobile phone - when they enter the store and scan in the bar codes of their purchases as they tour the aisles.

They get a running total of their spending and a simplified payment procedure when they pass through a special check-out. It means customers do not have to unload and repack their shopping at the till.

So far, only a few retailers have embraced the concept. They include Safeway in the UK, Finest Supermarkets in Ohio in the US, and Holland's Albert Heijn, part of the Ahold group. Other supermarkets are watching the development closely, and some are planning trials soon.

Customers who use self-scanning are enthusiastic about it. They say it cuts out queues, puts them in control of spending, and is even a useful way to entertain the kids. Detractors say it is a gimmicky gadget, does not

save that much time - by the time you have processed all the items yourself - and gives you a job the supermarket itself should be doing.

So are the self-scan practitioners stealing a march on rivals or burdening themselves with unnecessary installation costs and uncertain benefits?

Safeway has no doubt about the benefits, saying its Shop & Go system is a valuable way to improve customer service. Around 100 Safeway stores already have self-scanners and it plans to extend the system to all its larger stores - some 150 to 160 of the group's 370 outlets.

"I believe we are the world leader in the application of self-scanning technology," says Colin Smith, chief executive of Safeway. Meanwhile, Albert Heijn, Europe's largest grocery chain, has installed self-scanning in 30 of its 650 stores.

In some ways, it is surprising more supermarkets have not adopted it. That partly reflects their caution in the face of a new concept, and partly the fact that it is only recently that the technology has become less cumbersome. But expense is also a consideration: Albert Heijn calculates that it costs around Dfl100,000 to equip a store with up to 100 self-scanners.

The justification for such an outlay is not just that it improves customer service, it might even persuade shoppers to spend more. Instead of cautiously having to round up their purchases to ensure they do not over-

spend, customers can calculate costs exactly, so they might buy extra items if they have cash to spare.

Despite the claimed advantages, it is clear that there are a lot of technophobes out there. Safeway calculates that fewer than one-in-five customers uses self-scanning at its Camden store in North London - although it accounts for a higher amount of overall customer spend.

Heijn says 35 per cent of its customers use them - "scanners are most popular at week-ends, when shops are busier and people are buying more," says Mr Erik Muller, a spokesman for the Dutch group.

Observers say the scheme can provide an added point of difference for supermarkets, at a time of fierce competition for loyalty, and might even reduce labour costs.

"The neatest thing about self-scanning is that it cuts down on product-handling. You don't have to move things in and out of your trolley all the time. But there is a resistance in the consumer. A lot of shoppers don't trust these machines," says Mr Michael Poyner, retail director of the COBA consultancy group.

Scanning does, of course, put customer honesty to the ultimate test. But the stores have built-in safeguards. You have to be a user of Safeway's ABC loyalty card to use a scanner, so that automatically means it has your name and address. And there are random checks even for the regular user. There is a delicate balance to be struck here because too many checks would irritate

customers. Mr Henri Henriques, store manager at Safeway's Camden store, admits the system has been abused in a very small number of cases - leading to prosecution in one case - but he insists that stock losses have not gone up overall.

Where does self-scanning go from here? Safeway is already planning to introduce unattended payment for self-scanners, meaning shoppers will be able to pay automatically with a credit card without seeing a cashier.

More generally, there is also talk about "entire basket" scanning, although that would be expensive because it involves a micro-chip rather than a bar-code on products.

Symbol Technologies, the UK group which claims to be the world-leader in bar-code driven data transactions, says self-scanners can help supermarkets target their promotions more accurately and provide higher levels of personalised service. It could allow customers to scan bar codes in catalogues, for example, and bring the technology into the home.

Mr Gordon Ambidge, group vice-president, says: "We expect to see portable personal shopping (PPS) taking off in do-it-yourself, cash-and-carry stores and non-food retailing. For busy people and those who really need to budget carefully, PPS is a useful budget tool. For the retailer, it is the first in a series of products which will help them to gain and keep the loyalty of customers."

Overhead video programmes, using systems developed by the UK company Alphameric, are broadcast at banks, airports and petrol stations to sell to people in their unoccupied moments. Some stores also use video to demonstrate out-of-stock products which only explain the product but direct the user about where to find it in the store, together with alternatives

New in-store video systems complement the salesman's skills

Video is being increasingly used to display and demonstrate products and assist in making sales. It could even be, in some future retailing scenario, the 'death' of a sales-

man. The idea is not new. In the early 1980s, stores such as Woolworth began using video to promote items such as mechanical toys which could not otherwise be demonstrated without taking them out of their packaging.

This was frequently a way of re-using video advertising material shown on television and thus reinforcing its impact. The technique was once successful.

Video has started to be used far more widely, particularly in the US and more recently in Europe.

Do-it-yourself stores, for example, now use it to demonstrate processes such as laying a path and may also show the video of the demonstration to the customer instead of - or as well as - a manual.

Overhead video programmes, using systems developed by the UK company Alphameric, are broadcast at banks, airports and petrol stations to sell to people in their unoccupied moments. Some stores also use video to demonstrate out-of-stock products which only explain the product but direct the user about where to find it in the store, together with alternatives

ways of paying for goods and

sell video programmes - trials are being conducted by stores such as W.H. Smith, Virgin and Tower, using systems which enable customers to select a video on a terminal and watch an extract to decide if they want to buy it.

In some large US stores

there are now video clips

being shown on overhead

screens for customers to

view while waiting at the

checkout.

Wine and drink stores are

interested in installing

systems which use video

to describe their wares

and help customers to make

their choice, instead of a

dedicated video terminal.

Video can now be combined

with a point-of-sale terminal

- which is essentially a personal computer - by using

larger screens, perhaps as

big as 10 ins across, and

adding the necessary soft-

ware.

A US chain store selling

children's educational toys

has installed a system which

enables Pos terminals to

show TV advertisements

when not in use for sales

transactions. This system

was designed by the US soft-

ware company Pos Software

International, recently

acquired by ICL, the com-

puter company.

The approach may also

allow video to be combined

with data and sound into a

multimedia system which

may be used by the cus-

tomers as an interactive

device.

These facilities not

only explain the product but

direct the user about where

to find it in the store,

together with alternatives

ways of paying for goods and

insurance cover for the pur-

chase. To achieve this may

require all the latest IT capa-

bilities - powerful server

hardware, object software,

video conferencing systems

- to put it together. Systems

are likely to be based on

Microsoft's newest operating

system, Windows NT; Micro-

soft is backing the concept,

which may help to

strengthen its position in the

retail sector.

Video at the point-of-sale

enables them to serve them-

selves without feeling that

pressure. Also, research

shows that people are often

more inclined to trust the

information they get from a

computer system than ver-

bal details given by a sales

person.

However, Mr Jackson

doubts if video will ever be

the 'death' of the salesman -

"these systems will often

complement the salesman's

skills," he predicts.

"Although video systems

can be free-standing, they

will often be used as part of

a dialogue between the cus-

tomer and the salesman."

He expects systems to

move rapidly out of the trial

phase into widespread imple-

mentation in the next few

years. The chief drawback is

the high cost of several of

the elements of the systems:

one of these is video produc-

tion, notes Mr Justin Flute,

creative services director for

software house Julia Schol-

field Consultants.

"Retailers will not want to

spend a lot of money on a

video to promote a product

which they may only be sell-

ing for a few months," he says.

Customers are cautious Pictures sell products

■ Video systems • By George Black

FT - IT 9

Multimedia kiosks

Continued from page 7:

on the fact that prospective customers could enter a showroom and browse through the kiosk without coming under unwelcome pressure. Each kiosk is built around a Pentium processor and networked to Daewoo's head office over private, leased circuits that permit the company to install changes overnight.

An external company, Julia Schofield Consultants, wrote Daewoo's multimedia software while UK-based IT firm, ICL, provided the PC hardware.

Variations

Andrew Thompson, information systems director at Daewoo Cars in the UK, who has looked at the CarShop product, says: "Their approach is slightly different from ours - we put the terminal in at the retail outlet." But the philosophy of and exploiting multimedia kiosks

is the same. Both companies deliberately take a step back from the customer and allow technology to occupy the space vacated by human sales staff.

"We don't speak about salesmen," says Thompson. "We call them 'customer advisers' and our process allows the customer to make his own decisions and choices."

In its first year of operations, Daewoo sold 13,000 cars, or 0.68 per cent of the UK market. In the last 12 months it has sold nearly 16,000 cars, or 1.08 per cent of the market. It has 250 kiosks across 150 outlets.

"We see multimedia as integral to the way in which we do business," says Thompson. "It lets customers get the information they want without any feeling of being pressurised."

In a retail sector that has always suffered from an image of "the hard sell", the multimedia approach seems to be paying off. Two car retailers have used it to recreate the public perception of their sales pitch - and an increased willingness to make large purchases is the result.

The main drawback is the high price of the chips. Tags are available in various grades of sophistication, but the cheapest still cost 50 pence to £1 each, so it makes no commercial sense to attach them to items of low value. But as Mr Rusi Kathoke, finance director of the technology transfer company British Technology Group points out, the price

of tags could drop to a few pence or less in the next five to ten years, which would make them affordable for many more business purposes.

Several leading IT suppliers have been developing tag systems, which could soon become a large and lucrative market. The Centre for Exploitation of Science and Technology (CEST) in London, an independent think-tank, has been studying the potential of tags for business analysis. Dr Ed Turner, head of the retail technology group at ICL, the computer company, but he believes that tags will eventually be applied in stores, as part of the self

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Knowledge sharing • By Rod Newing

IT

Software at Work



Advances in logistics distribution and supply chain management

Software moves to meet supply chain needs

Cost-cutting is fuelling the move towards greater co-operation between supplier and consumer. The key issue in distribution is managing information – not just boxes

As customers demand greater choice and better service, organisations are under pressure to create value at a lower cost. But hitting this target is often beyond the ability of an organisation working alone. As a result, many operators are forming partnerships with both customers and suppliers to focus the entire supply chain around customer demand.

Such partnerships can take many forms – see reports on 'efficient consumer response' (ECR) and 'co-managed inventory', pages 4 to 6 – but they all require systems which enable a continuous flow of demand and supply information between enterprises. This means linking internal systems together as well as connecting to customers' and suppliers' systems. According to Steve Ellesmere, an executive consultant in the supply chain team at accountants and

business advisers Ernst & Young (<http://www.woldserver.pipex.com/ernst>): "The challenge for today, which a lot of software houses are meeting, is to define a continuous process from customer demand through to supplier.

"This allows you an integrated information flow through the planning systems which sit between strategy and operational systems."

However, each product sold contains one or more components from different suppliers. Receiving a customer's own sales forecast requires a manual input to convert it into a list of the components needed and calculate the timing of their demand.

"You need to know constraints, such as line speeds, change-over times, activity rates and productivity levels, if you are to integrate planning into business pro-

cesses," says Mr Ellesmere. "It is then possible to integrate customers and suppliers at the planning, as well operational, level."

Special planning software may be required to carry out this conversion. Alternatively, existing internal systems should be able to convert an internal sales forecast into a series of time-phased material requirements which can be communicated back to each supplier.

However, recent findings by leading software exhibition organisers Software (<http://www.softinfo.com>) – carried out by Tate Bramald (<http://www.tbconsult.co.uk>) in association with the Institute of Logistics – suggest that software still has a long way to go.

Jyoti Bannerjee, managing director at Tate Bramald, says: "Respondents found that software is delivering the benefits in traditional areas, such as order process-

ing, inventory management and procurement. However, the new important areas of demand forecasting, distribution requirements planning, strategic planning and supply chain simulation are not yet meeting expectations."

Organisations in a supply chain are increasingly using electronic data interchange to transmit data directly between their computers as part of a formalised system.

"We found that the most important technology initiatives are electronic data interchange and integrating islands of automation," adds Mr Bannerjee.

This is backed up by a study by management consultants P-E International (<http://www.peint.com/pe-home>), also with the Institute of Logistics, which shows that more than 50 per cent of respondents will be

implementing EDI, multilingual systems and forecasting/planning/replenishment in the next three years, as opposed to only a third who already have them.

"Leading integrated packages such as System Software Associates' BPCS (<http://www.ssazx.com>) and SAP's R3 (<http://www.sap-ag.de>) don't yet have the level of sophistication," says Jerry Brown, a manager at logistics consultancy Druid (<http://www.druid.co.uk>).

"However, they have the backbone to pass information very quickly, but you still need to bolt on best-of-breed packages, such as Demand Forecasting from American Software (<http://www.amssoftware.com>)."

Businesses also need access to each other's systems informally and interactively to place or track the progress of an order, check on suppliers' or customers' inventory levels,



Canon copiers' UK distribution centre at Coalville: the Logo

system from Merica Software helped expand the service operation

get new product information or seek technical help.

This can be achieved in a number of ways. Lotus Notes allows businesses to make inter-company information sharing and workflow the foundation for a virtual organisation, offering speed and flexibility through the supply chain. Dial-in access to computer systems can be established and the next step will be to give partners access to internal information and systems through their own area in an internal corporate Intranet, using World Wide Web technology.

According to Paul Rogers, global industry consultant at Systems Software Associates: "The use of the Web will help provide simple-to-use access to BPCS for trading partners who are not familiar with our systems."

"A customer can interrogate the inventory system and then place an order through the sales order processing module using a just a simple Java applet."

A very good example of exploiting the Internet is General Electric's Trading Process Network (<http://www.tpn.geis.com>). In 1995, it

was used in the General Electric family of companies where more than \$250m-worth of goods and services was traded by a supplier community of 800 businesses.

Any business can now visit this site to provide details of its products, services, facilities or production processes. It may then receive and respond to relevant invitations to tender without having to waste time in qualification meetings with General Electric. The system will soon be made available to other manufacturers.

An interesting use of Internet technology is being made by new supply chain software vendor Red Pepper (<http://www.pepper.com>). It is using intelligent agents developed for Nas to produce supply chain models which can optimise around certain constraints. These optimisations can be shared with trading partners over the Internet while discussing them by telephone.

Whatever technology is chosen, there is a need for enterprise-wide data and the

A separate survey on the logistics sector will be published in the Financial Times on Monday, October 14, 1996.

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مكتبة الفصل

Logistics and distribution

FT - IT 11



An assistant checks stocks at Somerfield's store at Spalding, Lincolnshire. Service-level improvements are seen as significant in a market where margins are tight - failure to display a product will not only lose a sale but may also lose the customer to a competitor

■ **European retailing application** • By John Kavanagh

Electronic partnership with supermarket suppliers

Big name companies have linked-up in a pioneer project with Somerfield

Inventory cuts of 25 per cent at the UK supermarket chain, Somerfield, have proved the potential of a new form of electronic partnership with suppliers - but also provided some salutary lessons about commitment and organisation.

The company has completed what is believed to be the first significant trial of co-managed inventory in Europe. It involved 12 big-name manufacturers such as Bass, Cadbury, Chivers Hartley, Kraft Jacobs Suchard, Lever Brothers, Nestle and Reckitt & Colman.

In co-managed inventory, the customer organisation provides sales data and forecasts and the supplier uses the information to replenish stocks without needing formal orders. The supplier in effect becomes an extension of the customer's warehouse and stock-control system.

Data, acknowledgements and delivery advice are exchanged automatically by electronic data interchange (EDI). Sales data can be gathered periodically by a program at the customer end automatically put into a standard EDI message and sent to the supplier's computer, where it can be passed to accounting, warehouse and stock control systems.

Indeed, there could be no human involvement from the time a purchase is recorded at a check-out until the printing of a picking list at a supplier's warehouse.

All this is quite an achievement for Somerfield, which only started electronic trading two-and-a-half years ago. But chief executive David Simons made his mark soon after he joined by determining that the company should catch up with its competitors: he set a tar-

get of EDI for 90 per cent of orders for canned and packaged goods for its 609 stores within six months.

By dedicating a small team to the project and involving suppliers closely throughout, Somerfield beat this target in just three months, establishing electronic trading with 360 companies and reaching 600 within a year. It won an award from network services company GE Information Services for the fastest-ever roll-out of EDI.

Benefits of the initial electronic trading project ranged from staff cuts of 10 per cent in ordering and inventory management, to reductions in the order-delivery cycle from five days to two.

The subsequent 12-month co-managed inventory project has been more of an experiment than an immediate imperative, although most of the 12 suppliers are continuing to trade in this way and some are now talking to other retailers about starting trials.

Somerfield kept the technical side of the experiment simple, to get going quickly, by using the POS-intelligence software and service from EDI network specialist GE Information Services. This runs on GE's central computer and combines the last two years' sales data, plus daily updates on movements of items from Somerfield's Ross-on-Wye distribution centre to its supermarkets.

The system uses the data to provide rolling 38-week forecasts on individual products. Suppliers' advertising and other promotion activities are also taken into account.

The ultimate in co-managed inventory is for suppliers to set up deliveries based on the data and forecasts. However, Somerfield's internal procedures demand that orders have a reference number allocated by the company, so the system gener-

ates an EDI acknowledgement message from the supplier which goes back to Somerfield, where an EDI order message containing a Somerfield reference number is produced and sent in the traditional way.

Somerfield is now looking to eliminate this 'to-ing and fro-ing' but did not want to hold up the experiment with a lot of system development.

The results, measured simply on delivery performance, range from impressive to indifferent, although Somerfield is satisfied overall.

"Genuine hard and soft

benefits have been achieved," says supply chain manager Mrs Jane Winters. "More than half the suppliers reduced stock at our distribution centre by 11 to 25 per cent. Half improved service levels by 1.45 to 2.5 per cent."

The service-level improvements are seen as significant in a market where margins are tight and failure to have a product on a supermarket shelf can not only lose the sale of the product but also lose the customer to a competitor.

Jane Winters at Somerfield agrees that organisation is important: "The trial gave a better understanding of the total supply chain. It helped to focus on business processes.

"The most successful suppliers organised the trial as a logistics or supply chain development project, establishing a cross-functional team with both forecasting and inventory control expertise, under a strong project manager. IT and sales and marketing were represented in the successful teams but did not play the dominant role."

Mrs Winters says that top management commitment all round is important, and no big changes are needed to the terms and conditions of doing business.

She adds: "It is vital that the retailer and its suppliers already have a mature, intelligent and non-adversarial relationship, as there must be a high degree of trust."

Mike Trevor at Reckitt & Colman agrees: "We have a much closer relationship with Somerfield now," he says. "We're not negotiating new discounts because of co-managed inventory: instead, we're working together, not so much as customer and supplier but rather as partners, with the consumer as our focal point."

□ **GE Information Services is**
on +44 1932 776000

■ **Award for excellence in using information systems** • Report by John Kavanagh

Insurer's radical new approach

How Eagle Star Life redeveloped all its information systems to protect its future

Eagle Star Life can now get new insurance products from conception to market in a week, following a total redevelopment of computer systems and the establishment of close partnerships between IT and business people.

Its achievement has been publicly recognised when it won the British Computer Society's Award for Excellence in Information Systems Management this year.

The company hit the bullet in 1990 as it found that old systems - and old attitudes to customers - were hitting business.

"The market was changing, as people's expectations grew," says IT manager Mark Sheridan. "In the boom years, insurance companies more or less offered products with a 'take it or leave it' attitude. But customers were finding more choice, with growing competition between banks and building societies, portable pensions and unitised products, which they could chop and change, rather than separate, isolated insurance products."

Eagle Star saw that redevelopment of all its systems was the only way forward. At the time there were separate systems and files for each product. These ran on a central mainframe computer with limited online access through terminals. Most telephone inquiries were replied to by letter.

Today, the systems still run on a central IBM mainframe and are still

mostly written in the old Cobol programming language. But similarities end there.

There is now just one central database, using IBM's DB2 software, which provides access to all policies and investment schemes held by a customer, through a single reference. Information about a customer is entered just once.

"Previously, staff tended to handle specific products, and there was a lot of paper-passing between sections," Mr Sheridan says. "Today, everyone can get the full picture of a client."

All staff now have Compaq PCs linked to the mainframe, so they can handle telephone inquiries immediately. They have Microsoft Word and Excel for producing personalised letters and spreadsheets.

Work-flow software passes customer inquiries and administration to available people in the appropriate areas. Eagle Star Life is considering enhancing this with document imaging, cutting paperwork still further.

Product development

Because all the customer record handling is managed through a single database, systems to support new products can be developed far more quickly and added or taken away at will.

"We now build systems and products in a modular way and plug them into the database," Mr Sheridan says. "The same applies if we add a new feature to an existing product."

"This is reflected in the way we deal with customers. If someone wants to add serious illness cover, we no longer

sell them a new policy: we add it to their existing single portfolio."

"This means customers aren't burdened with a dozen policy numbers. Indeed, we can find all a customer's details without knowing any policy numbers."

This approach has cut the time needed to get a new product to market from months to days. The average is 10-15 days; the fastest from raw idea to live product has been five days.

Achieving this radically new way of operating has involved equally radically new approaches to IT development.

Support of the existing systems was contracted out to software company K3. This freed the 160 staff to focus on the new project.

Software packages were evaluated but rejected because they only provided 80 per cent of what was wanted. "We would have to spend a lot more to get a 100 per cent fit," Mr Sheridan says. "It was a choice between keeping up with the market or leapfrogging into the future to be ready for all the changes that were going on."

Andersen Consulting was called in and at the peak there were also 70 contract staff, taking the total head-count to 350.

Cobol was chosen because Eagle Star Life's staff knew it and it is well established and still the most widely used language, so there would be less problem finding skills. In addition, 50 per cent of the processing is still batch work, to which Cobol is suited.

Programs were written on PCs, using Micro Focus Cobol, which runs across computers of different

Continued on page 13

■ **Supply chain management** • By George Black

Arguments far from over

Senior managers are looking for systems which they can interrogate at any time to keep an eye on business progress. The software choice is between integrated systems and best-of-breed packages

Integrated application suites combining distribution with manufacturing, accounting and other functions have become the generally accepted form of business systems among large companies.

The rapid rise of software suppliers, such as SAP, selling such integrated solutions is evidence that the integrated approach is winning the battle against the best-of-breed, point solutions or mix-and-match approach - though the arguments are far from over.

The German developer SAP has become the fifth largest software house in the world on the strength of the integrated approach. System Software Associates (SSA) also attributes its success largely to that formula, as does J.D. Edwards, seventeenth and eighteenth respectively in the top hundred software companies compiled by *Software Magazine*.

JBA, a rare example of international success for a UK supplier, has built up its business on a suite of similar broad functionality.

Logistics software vendors with stand-alone products do not feature prominently in the top ranks of software companies, which suggests that their message is not winning favour, at least among those companies which spend a lot of money on applications.

The main reason for this seems to be that users believe they cannot afford the high cost of the people who would be needed to carry out the integration of separate applications. The skills are hard to find and the work might take a considerable time.

Another reason may be that users are not convinced that buying best-of-breed packages and linking them together will deliver any

for example. You cannot manage the operation to find out how well you are purchasing".

In such cases, a bolt-on package might be better, in his view. This seems to be borne out to some extent by the tendency of users of SAP's R/3 and other integrated suites to augment them with specialised distribution software products.

SAP and Manugistics have been working to join their products together, partly to strengthen the distribution planning capabilities of SAP's suite. Mr Simon Ratcliffe, a senior supply chain manager for British Airways, says: "Single solutions rarely provide the breadth of functionality required."

He evaluated and rejected integrated suites and went for best-of-breed instead, picking Manugistics' software.

Whitbread Beer Company also went for best-of-breed because it thought an integrated solution involved too high a risk and could involve lengthy tailoring to its needs, according to the director of supply planning projects, Mr Kevin Kelly. For supplying its Thresher off-licences and other outlets, the company chose an E3 system.

Nevertheless, there is little doubt that best-of-breed has been for several years on the losing side of the argument. In the early 1980s it was a natural progression from the previous generation of bespoke applications developed in-house departments (though much of this is still in use) or from unsatisfactory packaged software.

Senior managers are looking for systems which they can interrogate at any time to keep an eye on the progress of the business. Systems which are merely interfaced, not integrated, may be updated in batch mode and therefore do not provide managers with instant and accurate information across the entire enterprise. But the case for best-of-breed is not dead yet; and the argument looks set to continue.

Key decisions

Purchasing decisions are taken at top management level, often after months of deliberation, and regarded as crucial to the business. Many companies are looking not just for a software supplier, but for a strategic partner.

Mr Mike Nutter, managing director for software house Movex UK (owned by the Swedish company Intentia International), says that users view investment in integrated solutions as a strategic decision to support their management systems across the whole company.

"It is very hard to do business process re-engineering with three or four different packages, even if they are best-of-breed," he says.

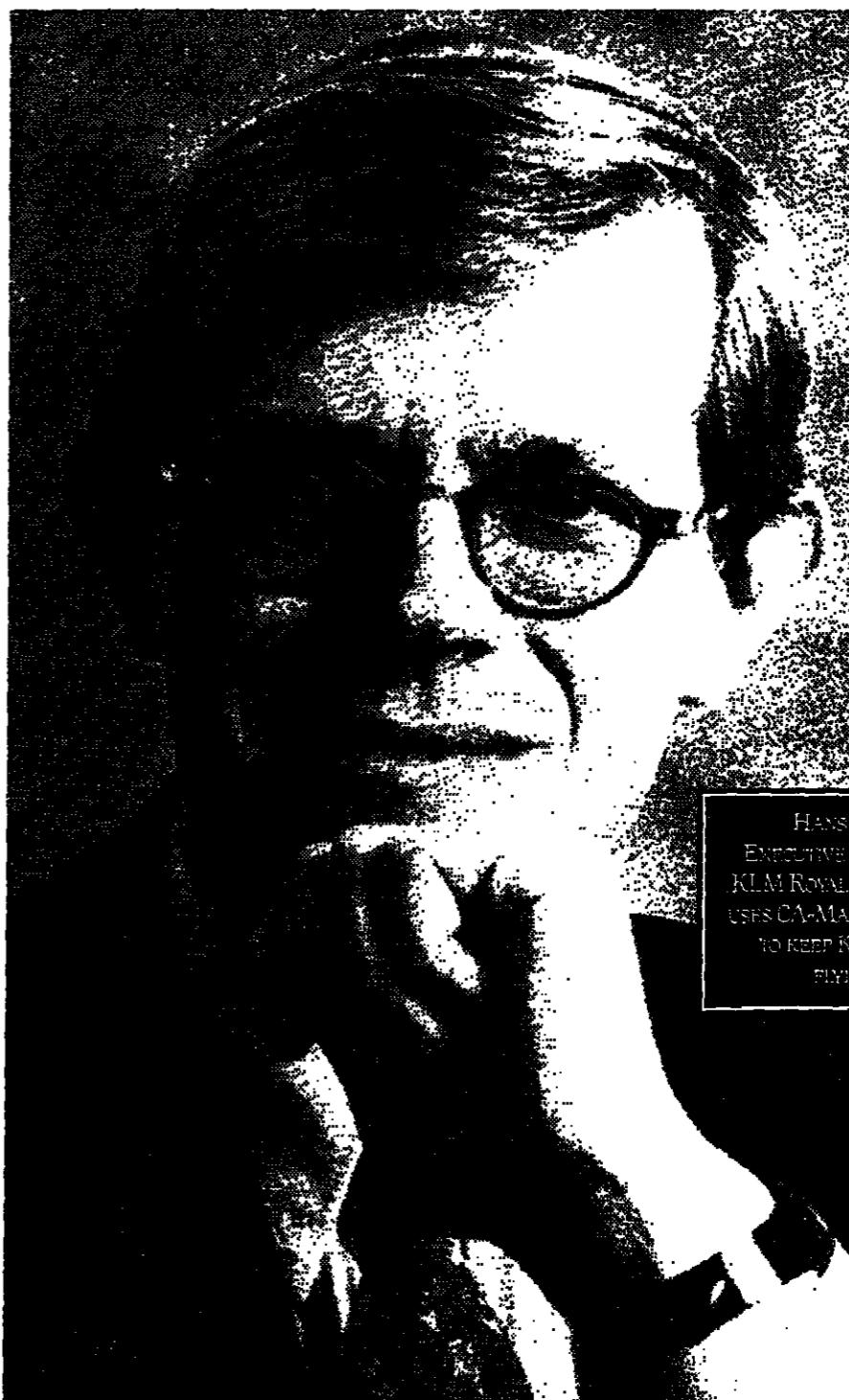
Senior managers are looking for systems which they can interrogate at any time to keep an eye on the progress of the business.

Systems which are merely interfaced, not integrated, may be updated in batch mode and therefore do not provide managers with instant and accurate information across the entire enterprise.

The decision to buy best-of-breed packages followed from this and was - to some extent - successful, but it depended on the existence of large inhouse computer departments to weld applications together.

By the end of the 1980s

Software Flyer.



HANS BRUGGINK
Executive Vice President,
KLM Royal Dutch Airlines,
uses CA-Masterpiece /3000
to keep KLM's results
flying high.

new demands of our business."

Sounds like a good partnership.

"Flying high," says Bruggink.

Spoken like a true airline executive.

CA905
CA-Masterpiece
Financial software

CA-Masterpiece /2000

As Executive Vice

President and Corporate Controller,
Hans Bruggink says, "KLM is an
international business with offices
all over the globe. So we needed
financial software that was multi-
language and multi-currency. In both
cases, Masterpiece fit the bill."

What's more, Bruggink appreciates the fact that Masterpiece operates in "real-time", giving his staff immediate access to the information they need right from their PCs.

Perhaps best of all, Bruggink

says, CA and KLM worked together to customise Masterpiece to precisely fit their needs: "CA made sure they had

all the input they needed to tailor

Masterpiece to our specific require-

ments. And they continue to refine

the software to keep up with the

new demands of our business."

new demands of our business."

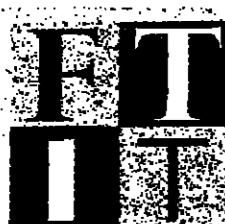
Sounds like a good partnership.

"Flying high," says Bruggink.

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Focus on California

A birthplace for innovative IT ventures



Computer-generated image developed by SGI Interactive

Venture capitalists' key role in Silicon Valley

A 'hands on' approach is the hallmark of prominent West Coast venture capital groups. Financial backers open doors that might otherwise remain closed to the founders of start-up companies in the IT sector

California's Silicon Valley is renowned for its concentration of high technology companies making semiconductor chips, computer, communications equipment and software. Yet one of the region's most important products is sometimes overlooked.

The "Valley" - it has long since extended beyond the Santa Clara Valley to encompass much of the San Francisco Bay Area - is extraordinarily fertile ground for the growth of new businesses. It seems to be infested with an enthusiasm for entrepreneurship that is hard to match in any other part of the world.

Each year, several hundred new technology ven-

tures are formed in the region by the close-to-the-top employees of established companies. Some would-be entrepreneurs are lured to form new businesses by the dream of building the "next Netscape" and the get-rich-quick promise of founders' stock options. Many, however, are driven by a belief that they can create new markets with truly innovative products.

There are plenty of legends to inspire the would-be entrepreneur in Silicon Valley: Bill Hewlett and the late David Packard, Intel's founders Gordon Moore, the late Robert Noyce and Andrew Grove, Steve Jobs and Stephen Wozniak who built the

first Apple computer in a garage, the Stanford University group that formed Sun Microsystems, and now, Jim Clark and Mark Andreessen - pictured right - at Netscape Communications.

Academic studies have, not surprisingly, linked the growth of Silicon Valley to the proximity of centres of learning such as Stanford University and the Berkeley campus of the University of California.

Yet there are many other economic and cultural factors that have combined to make the Silicon Valley a unique centre of start-up activities.

Most important, is "the network". This is not a computer network - although

technology has increased its efficiency with electronic communications - but rather a closely knit community of Silicon Valley venture capitalists, lawyers, marketers, press relations experts, 'head hunters', real estate agents and others who assist entrepreneurs with the process of creating new businesses.

In particular, the venture capitalist community plays an active role in the formation and nurturing of new businesses. The 'hands on' approach is a hallmark of prominent West Coast venture capital groups, involving investors in formulating business plans, market analysis, establishing strategic directions and, frequently, in selecting senior staff for a new company.

The venture capitalists open doors that might otherwise remain closed to the founders of start-up companies. They may introduce an entrepreneur to potential technology partners or become involved in negotiating licensing, distribution or joint venture deals.

As the backers of new companies, the venture capitalists typically sit on the board of directors and recommend lawyers, press relations experts and others who play an important part in getting the new-born company on its feet.

The "network" also provides valuable intelligence about the activities of potential competitors, up-to-the-minute information about the latest technology advances and, very importantly, places new business

information, system configuration and billing information. He also said that instead of \$500 - the price he originally said the NCs would be available for - they will be much cheaper at \$299 each. "Wherever you are, you will be able to use what ever network computer you find by simply using your smart card," said Ellison. "Network computers will be found in airports, hotel rooms, they will be everywhere."

He also predicted that the NC will reach 100m units shipped in the year 2000 and that it will lead to a shake out in the PC industry.

"There is no need to have so many PC makers, it will be like the automobile industry where there are three major manufacturers," he says.

Simple computer devices with Internet connectivity can be made even simpler and integrated into a lot of different electronics applications.

WebTV Networks and Diba, both northern California-based, are working on creating the concept of the information appliance. A key focus right now is on what

are being called WebTVs. TV sets with the ability to access the Internet and browse world wide web sites.

Almost every large TV manufacturer has announced WebTV models or plans to introduce such TVs over the next year. And many of those manufacturers have licensed key technologies from WebTV Networks or Diba.

These technologies include the ability to display text on a TV screen which does not have the same crisp resolution as a computer monitor.

WebTV and Diba, have also developed slim versions of Internet software such as web browsers that can easily fit into 2 megabytes of memory chips.

Diba sees a big market for consumer devices, mostly dedicated to single applications.

For example, a kitchen might have an Internet appliance whose specialty is recipes. Users would be able to search web sites for recipes and access nutritional information. Or it could be a type of smart phone with Internet access and capable of receiving and sending e-mail. Diba hopes that electronics products manufacturers will take up Diba's Internet appliance specifications and bring Internet access to a wide variety of different electronics devices.

US market research firm International Data Corporation (IDC) predicts that with network computers and Internet appliances, there will come a time, when there will be more computer devices connected to the Internet than users.

By the end of this year, IDC says there will be about 35m Internet users sharing about 30m computers connected to the Internet.

But by the year 2000, there will be more computer devices connected to the Internet than actual users.

While North America and Europe are still asleep, programmers in Bangalore and other Indian cities are maintaining software systems and fixing 'bugs' for financial service companies, using high-speed data links.

In next month's FT-IT Review we also hope to include the first in a series

of articles on Singapore -

The phenomenal growth of

India's software industry

with next month's FT-IT Review.



Already a Californian legend: Marc Andreessen, the 25-year-old software genius who is co-founder with Jim Clark - former chairman of Silicon Graphics - of Netscape Communications. Andreessen is now a multi-millionaire, a business celebrity and an Internet guru. Netscape's browser product offers easy access to the Net through the World Wide Web. Now Netscape and Microsoft are leapfrogging each other in a battle to dominate the market for web software. See also report on page 2

of unified yet nationally divided market. Japan and other Asian countries have unfamiliar distribution systems and close-knit business groupings.

Business partnerships are an important part of this move beyond domestic sales. International partnerships are often critical to the success of a US technology venture. They may also moreover, create opportunities for European and Asian businesses to plug into the Silicon Valley "network".

Successful California start-ups seek international market opportunities.

Established Silicon Valley companies typically sell 40-60 per cent of their products outside the US, with

Europe as the biggest overseas market for computer manufacturers and software developers, while Japan is

the biggest international market for US chipmakers.

For the US start-up company, however, international markets are often daunting. Europe represents a confus-



Laying the foundations for the digital studio of the 21st century: Silicon Studio pioneers "virtual set" technology, which combines live actors with computer-generated graphics

Cal-IT Europe' in London

October conference will bring together European investors and innovative California IT companies

Nowhere is IT development as dynamic as in California - home to 44 per cent of the fastest growing high technology manufacturers and more than a third of new venture-backed IT companies in the US.

Working in close proximity to both business partners and competitors is a fact of life for many Silicon Valley companies. The biggest competitor is often located just down the street. In the computer networking equipment market, for example, Cisco Systems, Bay Networks and 3Com are all three in Silicon Valley, within a ten-mile radius.

Some might see this as a disadvantage. Indeed, it is a long-standing joke in Silicon Valley that engineers change jobs simply by turning into the next parking lot (car park) on their way to work.

The theme of day one of the investment and partnering forum will be "Computing in the Year 2000". Day two will focus on modern communications.

Details of participating companies and access to on-line registration are available on a dedicated part of the FT's web site, <http://www.ft.com/cal-it>.

Details of presenting companies are available from Jennifer Stanley, California Trade & Commerce Agency in Sacramento, tel (916) 323 5656, fax (916) 322 3401 or 324 5791, email: stanleyj@smtp.doc.ca.gov

For telephone details of registration and bookings call Lindy Bird in London on +44 171 336 8710, fax +44 171 336 8703;

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Review of India's software industry

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competitor with

a turnover of

\$1bn a year

The phenomenal growth of

India's software industry

will be featured in a special

report by Paul Taylor and

other FT correspondents

with next month's FT-IT

Review.

As part of an aggressive

policy of maximising all eco-

nomic resources, Singapore

has become the first govern-

ment in history to focus on

knowledge-management as a

tool of economic status.

IT 2000' is an ambitious

\$200m scheme that involves

pump-priming dozens of IT

companies and underwriting

key projects. The aim is to

create a society where infor-

mation flows freely and

departments of state work in

concert with private indus-

try through paperless com-

munication. This vision is

frequently called the intelli-

gent island.

The intelligent island, pur-

sued by the National Com-

puter Board (NCB) through

eight clusters centred on

economic and user sectors, is

envisioned as part of every-

day life.

For example, the blue cars

of Singapore's Comfort Cabs

company have begun to

sprout receivers for the

global positioning system

(GPS) pioneered by the US

military.

Local software house

Knowledge Engineering

received a \$837,000 govern-

ment grant towards creating

a \$30m fleet management

system. This uses a geo-

graphical database of the

island's roads system and

lays taxi positions, constantly updated by the satel-

lite-based GPS signals, on top

of road routes. Dispatchers summon up the address of callers and look for the little blue cab icon that is

nearest to the customer.

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achieve and maintain a competitive advantage.

Founded in 1970, SAP is based in Walldorf, Germany, and employs more than 7,000 people at offices in more than 40 countries worldwide. These offices are dedicated to providing a high level of support and service to more than 6,000 customers in more than 60 countries.

SAP's presence in Asia extends to Singapore, Malaysia, Hong Kong, Thailand, Korea, China, India, Taiwan and the Philippines.

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achieve and maintain a competitive advantage.

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SAP's presence in Asia extends to Singapore, Malaysia, Hong Kong, Thailand, Korea, China, India, Taiwan and the Philippines.

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Founded in 197

US report / IT directions: object technology

California start-ups

Birthplace of emerging technologies

Tom Foremski highlights the increase of Internet-related companies in Silicon Valley

The rapid rise of the Internet and the use of Internet technologies within companies - known as intranets - has spawned a large number of start-up companies targeting these markets, with the majority of them centred in, and around northern California's Silicon Valley.

California is a natural breeding ground for such companies because of two factors. Leading network communications companies such as Cisco Systems, Bay Networks, and 3Com have their headquarters there, and as executives from these and other Silicon Valley companies leave to start their own ventures, the area provides a large pool of talented people to staff the start-ups.

Secondly, there is a great amount of venture capital money in Silicon Valley, making access to key start-up capital - and second and third financing - more readily available there than anywhere else in the US, or the world.

"Venture capitalists are telling me that they are funding mostly Internet-related companies, and most of them intend to use our Java language. This is unprecedented," said Sun Microsystems' chief executive Scott McNealy at a recent computer industry conference.

Sun's Java computer language is aimed squarely at Internet applications since it allows distribution of software applications over networks, and it is 'platform independent' which allows programmers to create a single application rather than multiple versions that run on different hardware platforms.

Venture capital interest in the Internet and Java-related products is demonstrated by leading Silicon Valley venture capital firm Kleiner Perkins Caufield & Byers (KPCB), and its recently established Java Fund, which has raised \$100m from individual investors and ten leading computer industry companies.

KPCB and Sun Microsystems are the two largest investors in the fund followed by Cisco Systems, Comcast, Compaq Computer, IBM, Itchul, Netscape Communications, Oracle, TCI Technology Ventures and US West Media Group who have invested at least \$4m each.

The Java Fund has made initial investments in Active Software, Calico Technology, and Marimba. Active Software, founded in 1986, develops a software communications system, ActiveWeb, that allows dissimilar resources such as applications, databases, and Java-enabled web browsers to exchange information across corporate intranets and the Internet.

Calico Technology is a provider of interactive, enterprise configuration products that automate the configuration and quotation of build-to-order products and services - and Marimba provides technologies for developing and deploying network-aware Java applications. Marimba was formed a February 1996 by four key members of the original Java development team.

The Java Fund is a sign of growing competition among venture capital firms to track the best companies.

Even so, the modern C++ language was used where appropriate typically to handle complex risk calculations.

However, the biggest success factor is the involvement of business people. About 40 end-users - 10 per cent of the customer services staff were seconded to the project full-time. This created "a lot of tension and pain", as Mr Sheridan says. If the business had to continue, this meant heavy use of temporary staff. But the move paid good dividends.

These end-users were fully involved in designing and testing the systems, especially the display screens and online facilities. They wrote the

KPCB hopes the Fund will give it an edge in bringing key companies to its investors - "being focused on Java gives us an advantage in that we understand the technology and this is important for investors and the companies we invest in," says Kevin Compton, a general partner at KPCB.

"We'll finance other Internet-related companies, but the vast majority are bringing us business plans focusing on Java as a key technology.

Venture capital interest is also being fuelled by the spectacular success of initial public offerings (IPOs) earlier this year, such as Yahoo, CyberCash, Excite and Infoseek. Not to mention the investor frenzy surrounding the IPO last year of Netscape Communications. In most cases, these firms have been taken to market based on a "concept", rather than a track record of earnings and profits - the traditional factors that are usually the basis for an IPO.

In the case of Yahoo, KPCB managed to turn an initial investment of about \$1m into an IPO bonanza in the space of about a year. Usually, a start-up company goes through a three to five-year cycle from initial funding, second and tertiary funding then an IPO. With the Internet craze, the cycle has been dramatically shortened.

Investor frenzy has cooled significantly since those Internet IPOs floated earlier this year, but there is still no shortage of money available for a company with a good Internet site.

Some Internet start-up companies which are a favourite of venture capital firms include PointCast, which offers Internet content and a screen-saver type product that brings web pages to users and relies on online advertising. Companies developing software for Internet appliances - turning TVs into Internet access systems, for example - are also attracting a lot of funding. This includes WebTV Networks and Diba: see report on facing page.

Taking a company public is not the only way for investors to turn over fast profits: being acquired by another company can produce similar results. Granite Systems, founded about a year ago by Andreas Bechtolsheim, one of the founders of Sun Microsystems, and which has raised \$100m from individual investors and ten leading computer industry companies.

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■ Advances in software development • By Philip Manchester

Why mainstream businesses are interested in 'object' technology

It sounds like an abstract concept, but object-oriented design will produce better and cheaper software, offering benefits for business-users

Since the beginning of the decade, the computer software industry has buzzed with excitement about the concept of object-oriented design.

"If you call businesses and organisations such as Boeing, UK Customs, John Deere and Sabre 'mainstream', then objects are mainstream," adds Dr Richard Soley, technical director of the Object Management Group (OMG).

"It is no surprise that non-technical folk have gazed on in bewilderment as computer scientists have compared the merits of this or that approach to using the idea. Software is an abstract subject at any level; object-oriented design - which defines the ways that software is made and works - takes the abstraction even further.

Despite its esoteric nature, however, objects are important and they will become even more so. Indeed, by the end of the decade, it is likely that all software will lay claim to being object-oriented and even occasional users of computers will need to understand the concept.

The market research group, Ovum, forecasts a world-wide market for object-oriented software technology and services worth \$10bn by the year 2000.

"A few large pioneering companies are already putting objects into practice - particularly in the telecoms

■ Breakthrough for business

A faster route to competitive advantages

The benefits of re-usable software for specific industries will be worth waiting for

New ideas in software technology always take time to filter through to the real world and give genuine benefits.

Object-oriented design - a way of packaging software into self-contained components - is no exception, writes Philip Manchester.

Experts have waxed lyrical about the technical advantages since the 1980s. Now the first evidence of real progress is beginning to emerge as many companies are using object-oriented software in proper applications.

"Companies are under pressure to react to business demand, and the existing IT infrastructure cannot keep up. They are turning to the object-oriented approach to speed things up. They have stopped putting it about and started putting it in proper business solutions, based on the technology," says Mr Paul Panovka, a software development specialist with Hitachi Europe.

The telecoms industry is among leading pioneer users - but other sectors are catching up fast, particularly financial services - "we have just entered a partnership with the Bank of America to build software objects for the banking sector," he says.

Other software suppliers support this view. In telecoms, companies in the US, UK, Japan and Korea have switched to object-oriented design for their new applications in customer-service and billing. And in the defence industry, companies such as Thomson and Lockheed Martin are using it for command and control

communications and defence industries," says Mr Pierre Haren, president and chief executive of French software specialist Ilog.

"If you call businesses and organisations such as Boeing, UK Customs, John Deere and Sabre 'mainstream', then objects are mainstream," adds Dr Richard Soley, technical director of the Object Management Group (OMG).

Advocates of object-oriented design claim many advantages over conventional ways of building software. Firstly, it lets developers link software more easily to the 'real' world.

An 'object' can be defined in terms that non-technical people can understand. For example, a customer can be defined as an 'object'. An order, an invoice, a payment - indeed, any business process or data item can be defined and built as a self-contained object.

Secondly, objects promote re-use of software. A 'customer object', for example, will include data on address details, credit rating, outstanding invoice balance, buying policy and contact details. The same object can, of course, be re-cycled

**FT
IT
Directions**

Business applications for object-oriented software technology



Final assembly line: Boeing is among the larger users of object technology

through several different applications from order-processing through to market analysis.

Most importantly, objects are 'portable' across different computer environments. This means that a software object built for one computer - say, a personal computer - could, in theory, also work on a large mainframe. These qualities should reduce the costs involved in building new software and improve the quality of computer applications.

There is a catch, however. The spread of object-oriented technology depends upon wide acceptance of important 'open' standards - an area which has always caused problems in the software industry.

Since the beginning of the computer software industry in the 1980s, suppliers have used software as a way to control their markets. Open standards undermine this and, as a result, the industry has resisted them. If a customer can move its software easily to another computer environment - one of the main reasons for open standards - then it is less easy to keep them.

The OMG, an industry-backed organisation set up in the late 1980s to promote

object technologies has published a series of software standards in the hope of resolving this conflict. But although it has attracted wide support from industry leaders such as IBM, Sun Microsystems, Hewlett-Packard and ICL, it has been fighting a rearguard battle with the most important player in the software industry: Microsoft.

"People are tired of waiting. A year ago you had to be OMG compatible to sell object-oriented technology. Now people are happy to take the Microsoft version," says Mr Haren of Ilog.

Other software vendors see the answer in hiding object-oriented technology behind a development framework - thus leaving the option to move to OMG or Microsoft - depending on which one emerges as the dominant 'standard'.

"People want the benefits of objects without the technology poking them in the eye," says Dr Tony Haren, UK managing director of software development specialist, Intersolv.

"There are still problems with all of the underlying technologies. OMG's technology is now available - but there are concerns about its robustness. Microsoft's object technology is still not complete. Our approach is to offer an environment that puts all of this under the covers so we can move easily

to whatever works." Dr Soley of OMG is more sceptical about Microsoft, however. He sees Microsoft's recent move to promote the Active-X technology as a rival to OMG as part of a broader market plan the fight of the threat from the Internet specialist, Netscape.

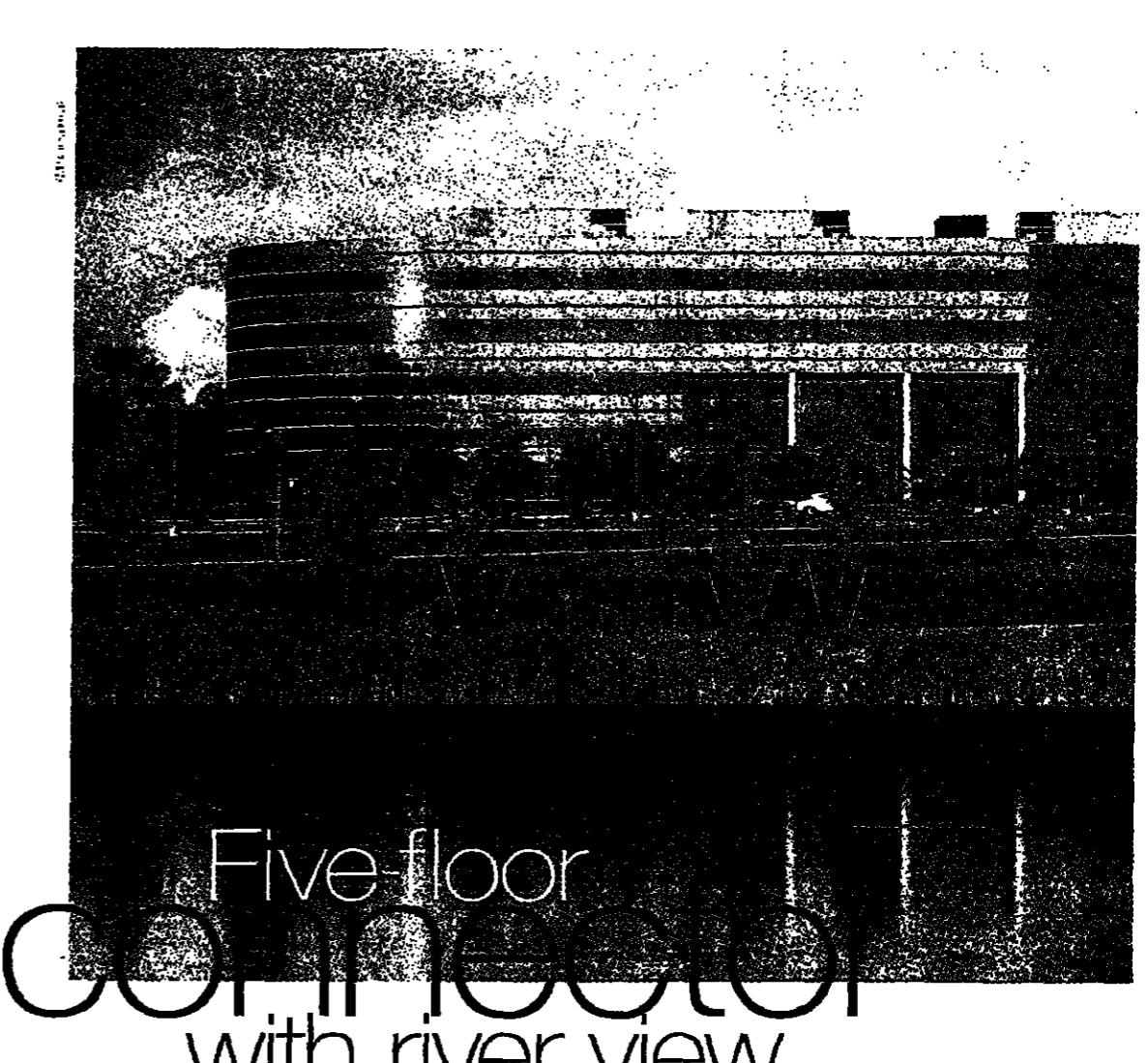
"The announcement coincided with Netscape's announcement to adopt the OMG object technology for distributing objects across the Internet. Apart from this, there appears to be no new technical argument in favour of Microsoft.

"But we are pragmatists," he adds. "We have worked successfully with Microsoft in the past to resolve conflicts and I am sure we will in the future."

Apart from the infighting that is a persistent characteristic of the software industry, one thing is clear: object-oriented design is the future of software. Whoever gains on the supply-side will ultimately have an impact on the benefits that will come to users of software.

Object-oriented design will produce better, cheaper and more flexible software - no matter who produces it.

New applications for object technology: see pages 16-17



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Continued from page 11

Even so, the modern C++ language was used where appropriate typically to handle complex risk calculations.

However, the biggest success factor is the involvement of business people. About 40 end-users - 10 per cent of the customer services staff were seconded to the project full-time. This created "a lot of tension and pain", as Mr Sheridan says. If the business had to continue, this meant heavy use of temporary staff. But the move paid good dividends.

These end-users were fully involved in designing and testing the systems, especially the display screens and online facilities. They wrote the

associated manual procedures, and produced and ran user training. This total immersion meant they became 'evangelists' among their colleagues as systems went live - "their integration was such that new contractors couldn't tell the difference between them and the IT staff," Mr Sheridan says.

This integration continues: "The business manager sits 10 feet from me and we still have 16 users working here as the project nears its end. People are keen to do more of duty in IT, as it is seen as a good training ground. This will probably continue, with end-users spending six to 12 months in IT."

The project budget was initially £55m, over five years. New regulations and an expansion of the project scope later took this to £62m, and the final cost was £67m. The extra £5m is put

down to time and cost overruns which are common in IT projects. Mr Sheridan says: "If we'd been told in 1990 that there might be an overrun of 8-9 per cent, we would have gone ahead anyway."

The first new systems went live in August 1995. There has already been significant return on investment. The staff has been cut by 20 per cent, and by even more in IT, from 160 to 100. New products are brought to market in days rather than months. And sales are growing from month to month.

"The business side can now look at a new product and say: 'Will it succeed as a product?'" Mr Sheridan says. "Before, one of the questions was always: 'Can we do this in the first place?' IT is no longer on the critical path."

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SELECT Software Tools is one of the world's premier vendors of object-oriented analysis and design tools for multi-tier client/server development. Founded in 1988, SELECT now has over 25,000 installations worldwide and major offices in the U.K. US and continental Europe, as well as regional distributors worldwide. In 1994, SELECT introduced The SELECT Perspective, an approach to client/server development which incorporates the philosophy of controlled RAD, multi-tier architectural support and OO techniques along with support for industry standard methods such as Rumbaugh, Jacobson, and the Unified Modelling Language.

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■ Computer staff issues

A re-think needed on training

Applying object technology demands new skills, writes John Kavanagh

Managers preparing their computer staff for object-oriented systems need to rethink their approach to IT training, according to users and suppliers which have learned the lesson through experience.

"People go on a Visual Basic programming course and think they're 'OO' experts," says Mr Harley Davis, technology director at object-oriented software specialist Ilog.

"Their managers don't help: IT managers can be very strong on long-term vision but weaker on short-term needs. There's a lot of interest being generated in object technology as people read articles about it, and they think it's easy."

"In fact, the programming language training is simple: the hard part is *conceiving* a business problem in an 'object way' in the first place."

Mr Nick Cains, technical director at Concise Software, agrees: "Object technology is all about design principles, not programming principles. The line between the designer and the programmer, and to some extent the analyst, disappears, because the end-user's system is built up as much as possible from common objects or blocks of code already stored in an object library."

Traditional programmers can find this idea difficult, he says. "There are people who simply cannot grasp the concept of object technology or why it's used," he says. "Even many Cobol programmers who have used sub-routine libraries can't grasp how objects can be built into their systems automatically."

These views are borne out by a survey by consultancy McGregor Boyall, which found that well over 70 per cent of financial organisations - among the biggest users of object-oriented systems - had problems finding suitable business analysts, analyst/programmers and team leaders.

As one respondent put it, "The problem is that OO

development demands a different calibre of analyst/programmer: one who thinks further and wider than the program specification."

Mr John Higgins has personally dealt with such issues in training and recruitment as development director at business software company SSA. The company is now switching to object technology for most development.

"You have to start with the basic recognition that there are issues here and that it's not just question of putting people through a training sausage machine," he says.

Mr Higgins believes that IT managers should first clarify their own thinking, typically by going to some of the growing number of conferences on object technology, ideally in their own industry sector.

"Do you need an evangelist?

Higgins: "Getting to grips with object technology is like getting your brain turned inside out"

list to spread the word internally, or a technical architect to make it happen, or both in one person?" he says.

"Go to seminars and conferences, listen and talk to the speakers: ask them if the people you need exist and how you can attract or train them. This can help crystallise your own thoughts, which might be a bit hazy at this stage."

Once the requirement has been clarified, managers need to find the right people internally, he says.

"First, not everyone wants to learn: there are certainly people who only work well in their own comfort zone, supporting systems they've



Nick Cains of Concise Software: "Object technology is all about design principles"

always worked on.

"You must also look for willingness to accept the idea of software re-use. There are always people who say that a piece of code in the object library is not quite good enough or does not quite fit what they need, so they'll write the software from scratch."

"With these groups it's unlikely that people will say they don't want to learn, but there are tell-tale signs: who has been looking at object technology in their own time, or buying the books and reading them?"

"In addition, who has a successful track record in grasping new concepts? It's been said that getting to grips with object technology is like having your brain turned inside out, because you need an entirely different perspective. Not everyone can handle this."

Mr Higgins recommends "profile audits" of staff to find those with the right ability and enthusiasm for learning.

He believes the people to look for in particular are those who have combined the discipline and structured methods of the IT department with experience of working on PC systems, especially graphical user interfaces. People who have worked mainly on PCs in an unstructured way should be treated warily during selection for object-oriented training.

Candidates must also be able to contribute to team spirit, rather than working purely on their own. In particular, Mr Higgins says they need "first class communication skills for working with end-users, and the ability to make the leap from a business problem to an IT solution". He believes that no more than a quarter of IT staff will meet all these criteria, but he says that for IT departments just starting in object technology, it is best to identify these people and focus training on them at first.

There is general agreement on where training should start. "When we train people we don't even look at programming languages initially, but concentrate on the concepts of object technology," says Nick Cains at Concise Software. "The issues can go over the heads of even very experienced programmers."

Analysis, design and programming languages come after the basic concepts have been grasped.

Configuration management, a skill that is established in industries such as defence and aerospace, which run many big projects, is also starting to emerge in IT, especially as object-oriented projects become more common. It brings formal control and monitoring of all components of a project or system and is relevant to object technology because systems are built from software components (objects). Changes to objects by one system developer can affect other projects.

The British Computer Society, the UK's main professional body for IT staff, has recently formed a Configuration Management specialist group to spread the word and study training, support products and other issues.

Harley Davis at Ilog says all training should be put into practice as soon as possible, ideally by letting people join existing object technology teams, where they can be mentored by experienced mentors.

"If you're starting from scratch, begin with a development that's fairly easy, to get you over the bump in thinking and practice," he says. "Managers who send people for training too often then commit a project to object technology: this can be hard on the people who have to deliver."

Mr Higgins: "Getting to grips with object technology is like getting your brain turned inside out"

"The British Computer Society's configuration management specialist group can be contacted via tel 01793 417417. Concise Software is on 0171-336 7722. Ilog is on 01344 425666."

■ Business implications

Benefits begin to flow at last

Pioneers report impressive achievements, writes George Black

Two years ago there would hardly have been an article to write about the benefits of object technology, but now such benefits have begun to emerge.

Much trumpeted as the key to re-useability of code and therefore to higher productivity, object software is steadily transforming the entire industry, from hardware design to programming techniques.

The benefits have taken a while to flow through, mainly because there has been a shortage of people with the skills to develop the systems. But the pioneers of the new type of software are now reporting some impressive achievements. Many, if not most, large organisations are starting to use object tools, languages and methods to develop leading applications.

Paradoxically, this year's competition for new object systems run by the Object World show in London produced fewer entrants than in previous years and no prize was awarded in the large systems category. But the chairman of the judging panel, Mr Samit Khosla, European technical director for software house SSA, says this reflects the shift of the technology from experimental to strategic status.

"Users such as banks and telecom companies are less willing to share their results as the technology has become more important to them," he observes. The contest did, however, produce a number of users who were willing to disclose their innovative solutions. Among the winners was the financial services company Allied Dunbar, which created a core business system for client information by building a set of re-useable client objects.

The mobile phone network operator Vodafone, another winner, showed how the technology could be harnessed to link new and "legacy" systems. It turned to object technology to bring together the systems for its analog and digital phone services, using ICL's DAIS, a software component known as an object request broker. DAIS is based on the Object Management Group's Common Object Broker Request Architecture (Corba) standard. Virtually all organisations - even including a company as young as Vodafone - have legacy systems and face a problem in getting them to work with their newer applications.

Configuration management became a buzzword a few years ago but it was argued that it would replace systems based on relational databases and remove the need to integrate new and old systems.

Anglian Water has embarked on one of the first large business systems

Continued on facing page

Financial applications

Continued from page 13

push things along," he says.

The project will concentrate on delivering objects within a series of special frameworks.

"We have done a lot of research with IBM to identify an appropriate framework which defines the process, function and data that will be needed," notes Mr Simon Dessim, managing director of software company Cincom UK, one of the companies involved.

In parallel with the IBM initiative, the Object Management Group (OMG), an industry group set up in 1989 to promote standards in object-oriented software, has set up a number of specialist groups that aim to define the specifications for industry-specific software objects.

The first of these, the Financial Domain Task Force (FDTF), is focused on specifying objects that can be used in the financial services sector.

"All businesses have one thing in common - they supply goods and services which customers will eventually pay for. They need the mechanisms to handle the basic accounting - which doesn't change much. Objects are a good way of making this

■ Pan-European trials

By Geoffrey Nairn

Hard bumps along the way

Some European companies report frustrations in efforts to apply object technology

standard. Participants in another ESSI project experienced similar frustrations to AIS. The project involved UK software house Prism Technologies and ICI Eutech, the technology arm of the chemicals giant ICI.

Prism has developed a generic object-based software "platform" that can be used to build distributed object applications for its process-industry customers, such as ICI Eutech.

The product was developed without the support of methods and tools, because Prism had found problems with "first generation" object technology.

Nevertheless, Prism decided in 1994 to take a fresh look at the newer "second generation" tools and through the ESSI initiative it hoped to use commercial object technology to build two applications for ICI Eutech.

"When we looked at the market there was little that was truly object oriented," says Steve Dennis, Prism's marketing director. "The industry has progressed a lot, but even today it's still a lab-based technology."

For the ESSI project, Prism eventually settled on Fusion, a second-generation O-O analysis and design method developed by Hewlett Packard to unify features of earlier methods.

The supporting tool was Paradigm Plus, from US software house Platinum Technology. The combination of Fusion and Paradigm Plus proved a winner, yielding higher quality software that took less time to produce.

The project was also easier to manage and costs were lower, though Prism does not know whether this was due to the new technology or simply the result of applying old-fashioned project management techniques more rigorously.

Prism plans to encourage other customers to use Fusion, but ICI Eutech decided the method was not suitable for its real-time process control applications.

For Prism's Steve Dennis, object technology is worth pursuing, despite the limitations of today's commercial tools.

"At least 60 per cent of applications is standard run-of-the-mill stuff," he says. "By using objects you can duplicate this and concentrate development on the rest, so raising productivity."

The Belgian company AIS also believes the rewards of objects are worth the effort. It is participating in a follow-on ESSI project involving object technologies.

This time, however, AIS has learnt its lesson and it has spurned the latest technologies for the veteran object language SmallTalk - "even if it is 20 years old, it's still very up to date. More importantly, the tools are readily available," says Stephane Awouters, project leader at AIS.

"We know we want to change our development to use objects but we cannot yet use the tools to support them."

For the ESSI projects, the tools AIS looked at either could not be delivered in time or were being frequently modified through new releases. AIS feared the latter would impose a substantial training burden by requiring its developers to keep up with the latest versions.

The company did find a tool to help it automate the production of O-O program code - Rational Rose from US firm Rational Software - but as for the trickier analysis and design phases, AIS is still looking.

Belgian software house Advanced Information Systems (AIS) is no newcomer to object technology - in the 1990s it used the early object-based languages Lisp and SmallTalk - but in recent years most of its work has been done using the conventional C programming language.

In 1994 AIS noted the market was moving increasingly

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Financial applications

Continued from page 13

standard so people don't have to keep re-inventing the wheel," explains Mr Jack Hassall, joint chair of the FDTF and head of UK software company Stanford Software.

"Accounting is a bit like a bathroom - everyone has to have one, but they don't talk about it. We looked at what OMG was doing and thought 'Great plumbing - but where's the bathroom?'

Rapid support

Mr Hassall and his team set about lobbying support from financial companies around the world and was surprised how quickly they saw the logic of common reusable objects.

"We found that not only was it feasible to create objects - but it was also easy for the businesses to understand the advantages. We now have more than 100 organisations around the world involved in developing specifications for objects that everyone can use."

There is still a great deal of work to do, he says, but that progress has been made in three important areas: currency exchange, business calendars and interfaces to Swift, the banks' cheque-clearing system.

"It reduces the time to build and the risk involved in new applications," says Mr Haren of Ilog. "It will also cut costs and lead to better software - an idea that is long overdue."

Philip Manchester

The emergence of common software in the form of industry-specific objects will, of course, take time. But the results will be worth waiting for - it will mean that software builders will be free to concentrate on the extra features that can give a business an edge over its rivals, rather than merely re-working the same processes that have been built a hundred times already.

"It reduces the time to build and the risk involved in new applications," says Mr Haren of Ilog. "It will also cut costs and lead to better software - an idea that is long overdue."

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IT Directions

Database war declared

Informix, a leading database systems vendor, has spent \$400m on Illustra, a \$5m turnover company. Informix aims to win a technical lead over competitors by extending its relational database to incorporate objects. Phil White, chief executive of Informix, outlines his strategy

His aim is audacious: "We want to take the contents of filing cabinets, e-mail machines, fax machines, voice machines, PCs and so on and put them all into one place on a database server box," says Mr White.

"When we do, there will be a paradigm shift in the way people think about managing information and utilising it to run their businesses and improve productivity. We will transform the industry with a dramatic and compelling change."

Informix re-invented itself in 1994 and had a record year in 1995. Now it intends to re-invent itself again using object relational technology.

The World Wide Web is driving new information types and content, which is the real rationale for the merger with Illustra.

Illustra's object relational content management system will be integrated into Informix's core parallel database technology to create the Informix Universal Server.

"Object databases have

had little success because they are difficult to migrate to, and have poor performance," explains Mr White.

Illustra's object relational design gives us a technology lead, because other database vendors will have to re-architect their products to compete with us. At Informix, we now have the two greatest database architects in the world, Mike Saranga

who designed MVS and DB2

when he was at IBM and Michael Stanebreaker, who

designed both Ingres and Illustra.

He adds: "We have the scalability and performance of the relational database and extend it with the ability to add unstructured and new types of data. Only about 15 per cent of data in day-to-day operations is numbers and characters. The rest is voice, image, graphics, and so on.

a lot of extra work.

Meanwhile, the cable operator Videotron is having a network management system built in Sun Microsystems' Java object language. The work is being done by the UK software house Protek, with a 20 gigabyte object database based on a five-year project.

Mr Andy Wilson, managing consultant at Computer Sciences, to which Anglian Water has outsourced its systems, says object technology is enabling the developers to model the applications much more closely on the business. Also, O-O technology will handle the distribution of the systems without the developers needing to do

much re-engineering.

Protek's development services manager Mr Paul Cash says object technology was chosen because the system would have taken much longer to build using traditional tools. Buyers would like to be reassured by figures that illustrate the likely costs of different development meth-

ods, particularly the overall cost of ownership of applications, including the often high but hidden costs of modification and maintenance. Initiatives are being mounted to create software development metrics, one of them through the OMG in the US, another through the Europe-based Metrics Club.

The difficulty is mainly in measuring elusive aspects such as the extent of re-use and the fit to the business.

In the next two to three years many smaller organisations are expected to start using object technology as

they hear more about the successes of some of the pioneering large companies.

Mr White is cautious about the latest industry fashion, the network computer - "Ellison and every body else wants a light-weight client, but the \$500 personal computer (with hard and floppy disks) has made it lose its impetus," he says.

"We were coming up against Illustra in the market place, not IBM, Oracle or Sybase," explains Mr White.

"People liked Illustra, but it wasn't scaleable. Companies

such as Silicon Graphics wanted our scalability and strategy. Our potential customers liked both products and asked us to get together. I bought the company when I could get used to the idea of paying \$400m for a \$5m turnover company."

"When we announced it, the analysts estimated that we had an 18-20 month lead. If it is only half that, it is still a lifetime in this industry. The investment is worth it for the lead it will give us," he says.

"Informix Universal Server will be with some customers in the third quarter, but when it ships in the fourth quarter we will change the industry."

"Larry Ellison (chief executive of Oracle software) says you can't put a boat and a plane together, but we had the best brains in the industry looking at it for a year before we went with Illustra."

"We don't believe anybody can extend their products without 're-architecting' them. Ellison is putting four separate products together, which Stonebreaker describes as three warts and a bandaid."

Mr White is cautious about the latest industry fashion, the network computer - "Ellison and every body else wants a light-weight client, but the \$500 personal computer (with hard and floppy disks) has made it lose its impetus," he says.

"When I was at Wyse, we built a diskless PC, but people wanted to store data and applications locally. In selected applications, the network computer will be of great benefit. However, with more users accessing richer data we should benefit as much, if not more, than Oracle."

Mr White, who recently received the 'Legend in Leadership' award from the Nasdaq stock market and the Center for Leadership and Career Studies, has identified a much more interesting potential client for databases. He became interested in smartcards two years ago and carries one in his pocket.

It believes Illustra has given it the key to this will be Informix partners, whom Mr White believes have the ability to add value to their applications which will give him an advantage in 1997.

However, he has no doubts about his ability to do this: "Informix will be the biggest database vendor in the world in five years and the preferred supplier for users of database technology."

Five people are working on the project and six pilots

are being launched.

The cards will be a store of preferences for services such as car hire, hotels and air travel. The cards, when used, will be linked to Informix databases on servers.

This will provide a new opportunity for Informix to expand the market for Universal Server. Peoplesoft is building applications for universities and wants a smart card for parking, security, cafeteria.

In the IT industry, technical superiority has frequently failed to translate to market leadership. Informix must communicate its marketing message clearly and strongly if it is to benefit from the technological lead it has.

It is expected to be far more cost-effective for the application developer, as well as more satisfactory for the user. Many Internet-access providers already deliver software updates over the wire to overcome the problem of reproducing and distributing large quantities of disks, and object technology will simplify the process further.

Java is able to produce applications which can be downloaded to any hardware platform, provided that platform has been properly



Aiming high: Phil White says 'Informix will be the biggest database vendor in the world in five years'

Objects and the Internet

Software goes down the line

Languages such as Java and ActiveX promise an interactive future for the Net, writes George Black

The growth of the Internet is accelerating the use of object technology by larger companies, according to analysis at Forrester Research in the US.

Don Palma, a Forrester senior analyst, says that the biggest growth in object technology will come next year and the year after, when the Java language, originated by Sun Microsystems, and its competitors start to be widely deployed.

The Internet and object technology will go hand in hand, because building Internet applications will require the power of object technology.

Multimedia applications - combining corporate data, video and audio, and graphics - will require new object software tools to manage them.

They will be developed in object technology such as Java, enabling users to download application software components, or "applets", whenever they are needed.

Internet tools, such as Netscape's and Microsoft's browsers, allow up-to-date applications to be downloaded from the server, instead of residing on the user's personal computer and needing replacement when circumstances change.

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Java is able to produce applications which can be downloaded to any hardware platform, provided that platform has been properly

designed to accept them. Netscape announced in the summer that the next version of its browser, due for release around the end of this year, will encompass object technology. This will include an object request broker (ORB) based on the Object Management Group's CORBA (Common Object Request Broker Architecture) standard and compatible with the Internet Inter-ORB Protocol (IIOP).

The growing support for the IIOP by leading software companies such as Oracle and IBM's Lotus subsidiary marks a significant move towards reconstructing the Internet on object technology principles. IIOP is expected to become one of the most important protocols in use on the Internet, complementing HTTP (the HyperText Transfer Protocol).

Much of the industry's interest now focuses on whether the Internet's services will be dominated by Microsoft or Netscape.

Microsoft belatedly acknowledged the importance of the Internet this year and proclaimed its intention to join the industry effort to commercialise it. It is developing an object version of its Windows NT operating system, code-named "Cairo", which has begun to appear in stages.

However, Netscape seems to have stolen a march on it.

The company is thought to view Java as a means of weakening Microsoft's dominance of the industry.

It is questionable whether Microsoft's Windows will continue as a de facto world standard in a business in which the Internet is central, as it is expected to become within a few years. Moreover the environment in which Microsoft now dominates - the desktop, equipped with an Intel-based personal computer running Windows and Office applications - may decline in importance.

It looks likely that many users will turn to smaller

Continued on next page

Wanted: proof of cost-savings

Continued from facing page:

re-engineering programmes in the UK to be based on advanced object tool sets. It is using Select Software Tools' Select Enterprise and Forte Software's Forte Application Environment on a five-year project.

Mr Andy Wilson, managing consultant at Computer Sciences, to which Anglian Water has outsourced its systems, says object technology is enabling the developers to model the applications much more closely on the business. Also, O-O technology will handle the distribution of the systems without the developers needing to do

much re-engineering.

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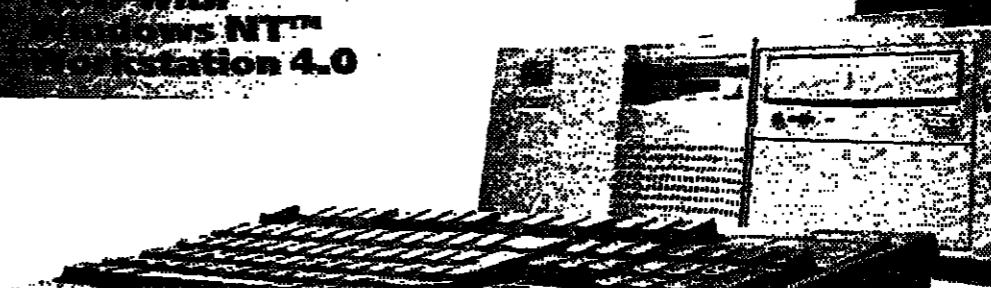
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Impact of IT in manufacturing By Andrew Baxter

Senior managers evaluate the IT payback

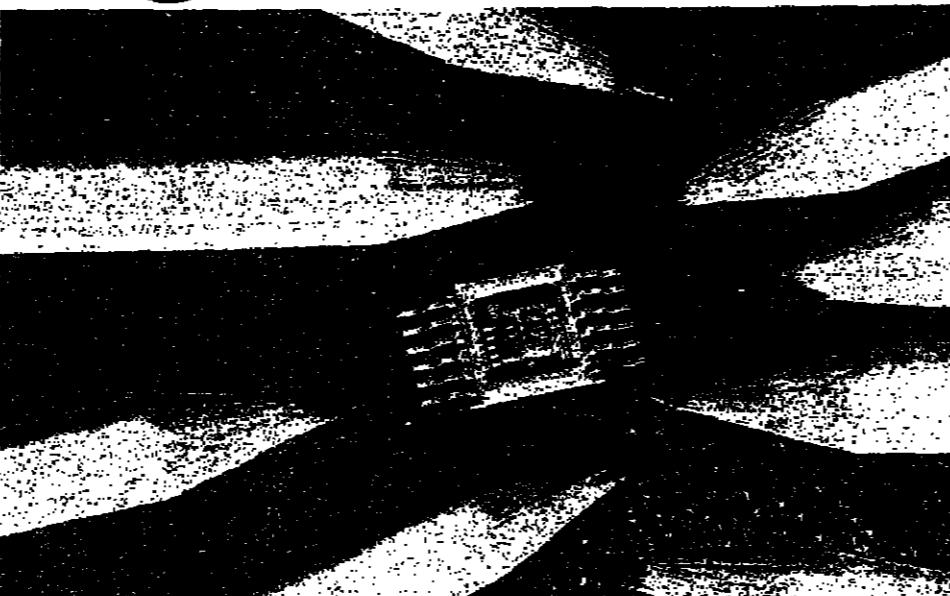
How do leading manufacturing companies view their investments in information technology? And how do they measure the payback or otherwise of these investments?

A new study of 50 leading companies in the European electronics sector will provide food for thought for senior managers on the benefits of applying information technology, and help them benchmark their own performance. The survey was carried out by CATN, the pan-European IT market research and industry analysts, and led by Cambashi, its Cambridge office.

It is the first of the EMTT (European Manufacturing IT Impact) series, which CATN intends to continue annually to provide a developing view of best practice in the strategic application of what it calls ICT in engineering and manufacturing industries. The term ICT, for information and communications technology, is used to signify the convergence of computing and communications that characterises today's network-oriented computing infrastructures.

The primary purpose of the study is to analyse how far top management in leading electronics companies have progressed in creating ICT environments which genuinely support corporate business objectives and how they have gone about it. No information is directly attributed to any company or person, which Cambashi believes has improved the quality of the information obtained and the frankness of the views expressed.

When it comes to the broad issues of strategy formation, the study finds two contrasting attitudes to the question of whether the cost of ICT should be viewed as an investment, the *tactical* attitude, which views ICT primarily as the cost of improving productivity; and the *strategic* attitude, which views ICT costs as an investment in the business and a primary means of inducing business change. It is, observes Cambashi, rather



Semiconductor manufacturers were among leading companies taking part in the new report on the benefits of applying IT. Pictured here: a low voltage, high current integrated circuit by Mitsubishi

like counting the cost of labour simply as something to be minimised or viewing people as the company's principal asset; real life lies somewhere in between.

The two attitudes to ICT are not mutually exclusive; productivity and cost reduction continue to be key objectives for any management.

But the strategic attitude implies a much more fundamental increase in the impact of ICT on the business, the issues involved become more complex and decisions become more critical.

Encouragingly, there is no doubt that the strategic attitude has taken over in the

minds of top management in all the leading companies interviewed by Cambashi. Most are still in the middle of substantial business change programmes or consider themselves to be in a state of continual change.

ICT investment is clearly seen as an essential part of those changes. Differences

do occur, however, in the management styles that top management bring to bear on the business of creating and implementing an ICT strategy. But is this a matter only of style, the study asks, or of substance?

It is sometimes said that chief executives and boards of directors generally "don't understand ICT" and do not engage sufficiently in ICT strategy formation and implementation monitoring. "From our findings," says Cambashi, "we have to disagree with this view, not only because it turns out to be wrong - at least in the best practice companies - but because it misses the point."

Given the ever-increasing

impact of information and communications technology, it obviously warrants proportionate management attention, says the study. On the other hand, the complexity of the technology and the many ways it impacts the business make it naive to believe that chief executives can address the issues simply by taking a more hands-on approach.

In this respect, the mark of best practice (whether or not the chief executive has a

strong ICT background and interest) is the quality and effectiveness of the ICT planning and management organisation that has been created and the way the board of directors interacts with it.

The study finds that the best companies all have a sophisticated ICT planning, development and support organisation and a strong interface between it and the board.

Another myth which the study appears to explode concerns investment justification. According to a widely quoted view, says Cambashi, where management finds it difficult to forecast financial payback, it goes in for "acts of faith."

But, say the consultants, "we don't believe that to be true in the best companies, and it is not what the study found. Like much received wisdom, it errs by oversimplification: there is a grain of truth, but the real situation is more complex."

"We did find that management has become more sophisticated in designing evaluation methods for the increasing number of cases where financial payback is difficult to estimate."

Where payback forecasts can readily be made on the basis of cost or time-savings there is no issue. These cases typically occur where obsolete local productivity tools are being replaced.

At the other extreme is the "no option" case of the kind which arises frequently in the semiconductor industry, for instance, where the cost of investing in the necessary engineering tools to support step jumps in product technology is a fundamental part of the cost of being in that business. Payback is assessed at a high level, as

part of the business case for staying in the market.

The really difficult decisions, says Cambashi, concern investment in the infrastructure of information management and communication - integrated systems which impact the efficiency of individuals, groups and the whole business in complex ways.

In such cases, payback is not assessed by acts of faith. The best companies have developed sophisticated methods of process analysis which allow them to convert assessment of company-wide process improvement into evaluation of business advantage and, finally, into the "bottom line" financial impact.

A characteristic of the best companies is keen understanding of business objectives at all levels and a highly-developed capability for project managing the evaluation process across the organisation.

The quality of the justification therefore depends on the quality and thoroughness of the ICT consultancy process. Again, says Cambashi, "we associate best practice with those companies which have the best network of management consultation for evaluating, testing and criticising investment proposals."

Notably, where the justification process is well-managed, the subsequent systems implementation tends to be more successful.

The survey was partly sponsored by Cadence Design Systems and Hewlett-Packard, and carried out in association with the Financial Times. Report available from Cambashi Ltd, 52 Dawson Road, Cambridge, UK CB1 2BY. Tel +44 1223 460439, fax +44 1223 461053. Price: £150

Categories and companies involved in the survey included:

- Automotive electronics: Lucas, Robert Bosch, Siemens Automotive, Temic (Daimler-Benz)
- Avionics and satellites: Daimler-Benz Aerospace, Dassault Electronique, Smita Aerospace
- Components, including software: Coutant Lambda, D2D (ICL), Eclotek, Helbako, Rational Software
- Computers and office equipment: Hewlett-Packard, SUN Microsystems
- Consumer electronics: JVC, Matsushita, Panasonic, Philips Electronics, Samsung, Sony
- Industrial Systems: AEG Electrocomponents, Crostfield Electronics, Siemens UK
- Measurement, instrumentation and control: Al Cambridge, Coutant Lambda, Kjer, Le Croy
- Semiconductor design house: Silex
- Semiconductor manufacturers: GEC Plessey Semiconductors, LSI Logic, Mitsubishi Electric, Philips Semiconductor, Hitachi Europe, Hitachi Microsystems
- Sub systems and subcontractors: D2D (ICL), Force Computers, Helbako
- Telecommunications: Alcatel Alsthom, Dancall, Ericsson Radio, GPT, LM Ericsson, Motorola, Nokia, SIAE Microelectronics

In several categories, some companies took part anonymously.

Software on the Internet

Continued from page 17:

mobile devices and intranet communications modelled on the Internet. So Microsoft has to move fast to ensure that it continues to call the tune. While expressing public support for Java and introducing its own Java development language called Visual J++, it is apparently also laying plans to retain its lead position by promoting an alternative to Java, called ActiveX. ActiveX builds Internet access into Java and thus appears intended to hijack Java into the Windows environment - becoming the standard way of managing objects and building Internet World Wide Web pages.

Microsoft has proposed that ActiveX should become an official standard through acceptance by a standards body, departing from the company's previous strategy of imposing *de facto* standards through market strength.

Microsoft's Internet and tools product manager Mike Pryke-Smith says the company sees ActiveX as the ideal vehicle for Internet applications and claims that it is already the most popular object tool with developers. ActiveX and Java will complement each other, he says, and ActiveX will extend Java's capabilities. "No programming language has ever dominated the computer industry. Java is not

the Holy Grail, it is just another programming language."

At the same time, Microsoft is challenging the CORBA and IIOP standards. Its alternative to these is Ole/DCOM (Object Linking and Embedding/Distributed Component Object Model), which is the communications system for ActiveX. Microsoft would like Ole/DCOM accepted as another *de facto* standard and claims that it is already well on the way to achieving that status.

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They will become the accepted way of allowing programs to communicate with each other across the Internet, opening up the Internet to many more business transactions and creating a boom in electronic commerce, he says.

So Microsoft and Netscape agree that object technology is the way forward for the Internet, but both claim to be able to provide the best products to change the Internet's structure. Ms Liz Bennett, an analyst with Giga Information Group, noted in the summer that Corba was ahead of Ole/DCOM, but ActiveX was ahead of Java both in technical features and market take-up.

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